Wiltshire Young Musicians

in association with...

West Wiltshire Young Musicians

North Wiltshire Young Musicians

Social Media Policy

This policy is to be reviewed biennially Last review 22/10/25

For the purposes of this document, Wiltshire Young Musicians (WYM) includes WYMT Ltd and the Committee members acting on behalf of the trustee.

Wiltshire Young musicians is hereinafter referred to as "the charity."

Introduction

Wiltshire Young Musicians recognises and embraces the benefits and opportunities that social media can bring as a communications, marketing, influencing and amplification tool. For the purposes of this policy, social media is defined as a type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum. This includes online social media forums, social apps, blogs, video and image sharing websites.

This policy is designed to support staff, volunteers and contract staff to use social media effectively, whilst protecting the independence and reputation of the organisation, and preventing any legal issues that may arise.

It is intended for all those who use social media in their work or who reflect an association with **Wiltshire Young Musicians** on their personal social media accounts.

Please read this policy before engaging in any work-related social media activity, or in any personal social media that might reasonably be seen to be work-related.

Funded by the National Lottery Heritage Fund
as part of the Digital Skills for Heritage initiative.

HERITAGE FUND

Scope and purpose of this policy

The purpose of this policy is to provide encouragement for all employees to engage with **Wiltshire Young Musicians** on social media and to talk about our work, as well as highlighting some of the issues to be aware of when doing so.

This policy is therefore intended to:

- provide guidance on the use of social media in a personal but professional capacity.
- protect and safeguard **Wiltshire Young Musicians**, its employees, workers and contractors when using social media.
- provide guidelines on how to engage with **Wiltshire Young Musicians** social media content.

This policy deals with the use of all forms of online social media, including but not limited to:

Facebook	☒
Twitter	☒
Instagram	☒
LinkedIn	☒
Snapchat	☒
TikTok	☒
Clubhouse	☒
Other social networking sites, including blogs	☒

This policy outlines staff responsibilities when using social media sites on behalf of **Wiltshire Young Musicians** and when staff choose to engage with **Wiltshire Young Musicians** social media posts from their personal social media accounts.

This policy covers all staff employed, self employed or volunteer at **Wiltshire Young Musicians** and may be amended at any time. It will also be reviewed bi-annually.

This policy sets out guidelines on the use of social media by staff

This is defined by:

- **Wiltshire Young Musicians** social media accounts. These are accounts that are named and branded as representing **Wiltshire Young Musicians** as an organisation, rather than an individual
- Personal social media accounts, which represent named individuals, whether or not your association with **Wiltshire Young Musicians** is explicit or not.

In practical terms, this means:

- including “Wiltshire Young Musicians” in your handle or account name – e.g. @Katie_WYM
- including your job title and organisation in your account bio/profile
- linking to the organisation in your account bio/profile
- using organisational branding in your profile picture or account
- proactively or reactively representing organisational positions, key messages or viewpoints in your posts

Use of social media at work

You may make reasonable and appropriate use of social media during working hours, from your own or the organisation's computers or devices, provided that this does not interfere with your duties.

Anything posted on a social media platform outside of working hours is still subject to this policy if it may be associated with **Wiltshire Young Musicians** and its work. Any posts which breach this policy may be subject to our disciplinary process.

General guidelines on the use of personal social media accounts

When using any social media site, you are personally responsible for complying with that site's own terms and conditions of use.

You are also personally responsible for any content that you publish on your personal social media and other online user-generated content such as blogs or websites. Remember that any content you publish could reflect back on **Wiltshire Young Musicians** both positively and negatively.

Principles

- Social media is a place where people can have conversations and build connections. Other people may have different values, customs and viewpoints and it is important to respect those. When interacting with people on social media do not post any content that is considered to be offensive, discriminatory, demeaning, abusive, threatening, defamatory or inappropriate.
- Employees, workers and contractors should only comment within their own area of expertise to provide individual perspectives on non-confidential activities.
- Employees, workers and contractors should seek guidance before participating in social media when the topic being discussed may be considered sensitive (e.g. a crisis situation, intellectual property, issues which may impact on **Wiltshire Young Musicians** reputation, etc). Social media activity around sensitive topics should be referred to the **Executive Director.**
- **Wiltshire Young Musicians** may require employees to remove social media postings which are deemed to constitute a breach of these standards and failure to comply with such a request may, in itself, result in disciplinary action.

If you see any negative content about WYM on social media, please inform the **Executive Director** straight away. Do not engage with it. If it is urgent (i.e. needs immediate response) contact the **Executive Director** directly on their mobile phone.

Protecting and safeguarding when using social media

Security risks

When using social media there are a few things that you can do to stay alert to potential security risks:

- Do not share your passwords with anyone, and regularly update them.
- Regularly check your privacy settings on all social networking sites and consider who you want to be able to see your profile and all content held within it.
- Be aware of the risk of responding to some online challenges and quizzes, which ask you for personal information such as mother's maiden name, pet's names, children's names etc. which could provide scammers with information commonly used to hack passwords.
- Be aware of imposter social media accounts that look like they belong to a particular company. These imposter accounts may try to trick you in to handing over log-in information. If you are in doubt about an account's legitimacy, go to the company's official website and follow the links that they provide to their social media pages.
- Be vigilant for social media identity theft and cloning of personal profiles, either of your own account or of a friend. If you believe that you have been a victim of any scams, phishing attacks or password breaches inform your line manager straight away.

How to stay compliant

There are a few guidelines that you can follow to ensure that you stay compliant and follow best practice when posting on social media:

- Do not use any **Wiltshire Young Musicians** logos or promotional graphics without prior permission from the **Executive Director or Musical Director**. Please note it is ok – and encouraged – to share posts directly from the organisational accounts.
- Do not use any other organisation's logos, brand names, trademarks or slogans without that organisation's permission to do so.
- Do not use any images, videos or music or other media without checking if it has a copyright or the necessary permissions. If in doubt, don't use it.
- Do not cite or quote any staff, volunteers, members, charities or partners without their permission to do so.
- Do not share personal or confidential information about any staff, volunteers, members, charities or partners, including photos or videos, without their written permission to do so.
- Do not share internal or confidential information about **Wiltshire Young Musicians** partners or funders.

Adhering to the policy

Any breach of this policy will be dealt with in accordance with **Wiltshire Young Musicians** Disciplinary and Dismissal Policy and Procedure. You may be required to remove any postings that are deemed to constitute a breach of this policy. Failure to comply may result in further disciplinary or legal action.

Guidelines on how to engage with Wiltshire Young Musicians social media content

Social media is a powerful communications and marketing channel that can be used to raise awareness of **Wiltshire Young Musicians**, our strategic priorities, our impact as well as to build relationships with our key stakeholders such as:

GSW Music Hub

As an employee, worker or contractor you are encouraged to engage with our social content in a variety of ways, but it is not compulsory to do so.

You can get involved in the following ways:

- Liking and commenting on our posts
- Sharing our posts
- Creating your own posts about your work or our work
- Engage in conversations in a professional capacity
- Supplying images or videos for use by **WYM**

If you are supplying any photos or videos of yourself for **Wiltshire Young Musicians** to use in its social media communications, make sure that there are not any other people or photographs of people in the background – unless you have their consent.

If you are taking photos or videos of other people for **Wiltshire Young Musicians** to use in its social media communications, you will need to get permission from all of the people featured in the photo or video by asking them to sign a consent release form.

If you are in any doubt about whether you should engage with anything relating to **Wiltshire Young Musicians** online, consult the **executive director** before doing so.