

Social Media Policy for Magdalen Road Studios

Purpose: Magdalen Road Studios recognises the importance of social media as a tool for communication, outreach, and promotion. This policy aims to provide guidelines for the responsible and effective use of social media by all individuals associated with the organisation.

General Guidelines:

1. Representing Magdalen Road Studios:

- When posting on social media platforms, individuals are expected to uphold the values and mission of Magdalen Road Studios.
- Respect copyright and intellectual property rights when sharing content.
- Use respectful language and maintain a professional tone in all interactions.
- Do not engage in any form of harassment, discrimination, or offensive behavior.
- Refrain from sharing confidential or proprietary information about the charity, its partners, donors, or individuals associated with the organization.
- Obtain explicit consent before posting private or confidential images, videos, or personal information about individuals or events related to the charity.

2. Accuracy and Responsibility:

- Ensure that information shared on social media is accurate and verified before posting.
- Clearly distinguish personal opinions from those representing the charity. Use disclaimers where necessary.

Specific Guidelines for Artists:

1. Artwork Sharing:

- Artists are encouraged to share their work and creative process on social media, crediting Magdalen Road Studios when appropriate.
- Clearly label any promotional posts or artwork sales that directly benefit the charity.

2. Community Engagement:

- Engage respectfully with followers, fans, and fellow artists, fostering a positive and inclusive community.

3. Fundraising and Events:

- Promote fundraising events, workshops, and exhibitions organised by the charity while accurately representing the details and objectives.

Social Media Use:

1. Authorised Users:

- Only designated individuals should have access to official charity social media accounts. Multiple administrators should be established for account security.

2. Personal Accounts:

- Personal social media accounts should not be used to represent the charity unless explicitly authorised.
- Even when posting personal content, individuals should refrain from mentioning the charity in a manner that might reflect poorly on the organisation.

3. Monitoring and Moderation:

- Regularly monitor comments and interactions on official charity accounts, ensuring compliance with guidelines.
- Inappropriate content or behaviour should be promptly removed or addressed according to the established procedures.

Consequences of Violation: Violating this social media policy may result in disciplinary action, which could include a reprimand, suspension of social media privileges, or termination of association with Magdalen Road Studios, depending on the severity of the breach.

Acknowledgment: By representing Magdalen Road Studios, individuals agree to abide by this social media policy and understand the consequences of non-compliance.

The Trustees

Magdalen Road Studios

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