

LYME REGIS TOWN BAND



SOCIAL MEDIA POLICY AND GUIDELINES

Introduction

Social media is the term commonly given to website and online tools which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests. It involves building communities or networks, encouraging participation and engagement. Social media encompasses Facebook, X (Twitter), YouTube, Myspace, Wikipedia, podcasts, emails, texts etc.

We utilise social media as a means of communication and to promote our organisation.

However, no member of the band should, in that capacity, request, record or use the email address of any band member under the age of eighteen nor communicate with said band member by email or social media. Only officers of the committee, or non-committee members given permission to do so by the committee, may communicate in that capacity by email or social media with the parent or guardian of a band member under the age of eighteen.

Our use of social media includes:

Website

We have a website www.lymeregistownband.co.uk which has content such as news and photos that we encourage members to view and share with friends and family.

Facebook/Instagram

We also have a Facebook page <https://www.facebook.com/LymeRegisTownBand> for publicising band news and events to as wide an audience as possible. Again we would encourage members who use Facebook to 'like' the page and 'share' content with as many other Facebook users as possible to spread the word about the Band

YouTube page

Lyme Regis Town Band has a number of recordings for anyone to access.

WhatsApp

All bands use Whatsapp as a means of communication between players regarding engagements, rehearsals, music, social events and any other business of the bands. For band members under the age of eighteen a private chat group will be set up exclusively for said band member, their parents/guardians and the appropriate officer of the band so that an overview of all correspondence between the band and the under eighteen year old is maintained.

Team App

This app is for the exclusive use of band members. The app lists our engagements with full details re timing, uniform, etc and it allows players to indicate their availability or otherwise. It's also possible to notify the Musical Director if a player is not able to attend rehearsals.

Emails and Texts

Emailing is the key method of electronic communication between, primarily the MD/AMD and band members. Occasionally texts may also be used as a means of communication particularly if out at an event. As emails in particular can have a habit of unintentionally being forwarded to unintended recipients due regard should be given to the policies and guidelines when using email.

Particular care should be taken if you need to communicate anything that may be of a sensitive or private nature. If you do receive an email that contains content of sensitive or private nature that is clearly not intended for you please do the respectful thing and delete it immediately unless you consider it to be a matter of serious concern in which case please raise this privately with the Chairperson or another appropriate member of the committee.

Principles

These principles apply to your participation in the social media used by Lyme Regis Town Band and any other social media you use in your own private capacity in the context of you being a member of the band and sets out the standard of behaviour expected in representing the Band.

You should participate in the use of social media in the same way as you would with other media or public forums. We encourage positive representation and promotion of the band and therefore welcome members use of social networking websites but you must remember that you are representing Lyme Regis Town Band and we trust you to act accordingly.

Guidelines

Information published online can be accessed around the world within seconds and will be publicly available for all to see. Even information that was originally only intended to be seen by a select number of recipients has the potential to be shared, re-quoted or reposted including on other social networking sites. Comments on social media can remain in the public domain for a considerable length of time. As a member of Lyme Regis Town Band:

- You must ensure that your social media activities do not cause offence/harm to the band or any of its members.
- Any photos or posts that you would like to add to the Band's Facebook group will need to be authorised by one of the administrators first.
- No videos or recordings of the Band, except for performances/engagements should be put on any social media website without permission from the Committee.
- Social media should be used for positive comments about the Band - please do not get into discussions about problems other bands are having, issues with individuals in other bands, contest results, adjudications or anything that could be detrimental to the Band.

- If asked by the Committee you should remove any posts that they consider to be inappropriate or they deem to be harmful to the reputation of the Band. Failure to do so could result in disciplinary action.

If you have any concerns about content on any of the Band's sites then raise them with a member of the committee.

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GKW
30.11.25