

# THE LONDON BALLET CIRCLE

## WEBSITE AND SOCIAL MEDIA POLICY

The London Ballet Circle (LBC) recognises that its website and social media offer a platform for building its profile with particular reference to advertising and celebrating its activities, raising awareness of its role within the UK dance world, recruiting members and fund raising.

The protocols apply to everyone putting material on the LBC's website and social media accounts – currently the LBC website <https://www.tlbc.org.uk>, the LBC's Facebook Page (facebook.com/LondonBalletCircle); the LBC's Instagram account (instagram.com/londonballetcircle/ ) @londonballetcircle; on Twitter (@BalletCircle); and on LinkedIn (<https://www.linkedin.com/company/the-london-ballet-circle>)

### 1. USE OF THE LBC WEBSITE AND LBC SOCIAL MEDIA ACCOUNTS

This part of the policy covers all accounts which are in the name of The London Ballet Circle.

#### 1.1 Authorised Users

In order to ensure that the LBC's social media presence is consistent and cohesive, only people who have been authorised to post on the LBC's behalf may do so.

The Trustees who are authorised to post material or manipulate the LBC's sites are as follows: Website Administrator, Events Secretary, the Trustees i/c Social Media; Membership Secretary, Chair, Vice Chair (if appointed) and Treasurer. Volunteers may also be authorised to post on the LBC's accounts by one of these trustees.

[The enquiry forms and e-mail addresses embedded within the LBC website link to LBC Officers and they are in possession of the access codes.]

In the case of **social media**, posts will either be prompted by a specific request from or through the Chair or be made on the initiative of the designated Trustee in line with 1.3 (below).

Any other Trustee or Volunteer Member posting in the name of the LBC must receive prior permission from the Trustees/Committee and work under the guidance of the Officers and Social Media and/or Website Managers. The authorisation process will involve the submission of previous examples of that individual's social media posts.

## **1.2 Creating LBC Social Media Accounts**

New social media accounts in the name of the LBC may only be created following Trustee/Committee approval.

## **1.3 Purpose of LBC Social Media Accounts**

LBC social media accounts may be used to:

- announce forthcoming events
- share reports and pictures of events
- provide information on the activities of the LBC
- promote recruitment
- promulgate ballet/dance news, articles, media and other content related to the aims of the LBC
- assist fund raising to support student dancers and other LBC charitable projects.
- support and thank our guest speakers and members

## **1.4 Specific Guidance for Authorised Users**

- i) All posts must be clearly in line with LBC objectives
- ii) No posts including speakers' comments may be made prior to the official report having been approved by the guest
- iii) Guests and hosts for talks or their equivalent must be made aware by the chair that photos and videos taken at the event by the LBC will be used on the LBC website and social media
- iv) Any content which is from another source, including a comment from a member, should be thoroughly reviewed before being shared on an LBC account. [Generally speaking, the editorial policy agreed by the Trustees for the Newsletter applies equally to what is posted online]
- v) Credit all photographs and images wherever possible
- vi) All posts should be double-checked for accuracy, syntax and sensitivity before being submitted
- vii) LBC social media accounts must not be used as a platform for an individual's personal views, to spread inappropriate content (including private or confidential information), to forward chain messages, or to participate in any activity which could bring the LBC into disrepute

- viii) A cautious approach is necessary on the part of Trustees when replying on LBC's behalf to comments made online as a result of LBC posts. [If a response requires a dialogue, this should be engaged in by e-mail or other means rather than publicly via the LBC account and, in this case, the LBC Trustee concerned will consult with other Trustees]
- ix) Users should be on guard for security threats

## **2. MEMBERS' INDIVIDUAL USE OF SOCIAL MEDIA**

Members are encouraged to share **LBC posted content or news about LBC events** on their own social media accounts or on ballet/dance websites.

Members should feel free to post individual responses to LBC's online content. **Mention of LBC events on discussion forums** is also welcomed provided that what is written is clearly from an individual's perspective and does not purport to represent the views of the LBC.

All members are encouraged to propose innovative approaches and possible LBC content to the Chair.

**If this Website & Social Media Policy is modified at any time, the LBC will publish the most current version on its website and notify the changes in its newsletter.**

**Approved:** 04.03.2019

**Reviewed:** March 2022

**Updated:** January 2024

**Next review due no later than January 2026**