



Social Media Policy

Introduction

Social media has changed the way we communicate and interact, and offers new ways to engage with customers, colleagues, friends, and beyond. In fact, when used right, social media has the power to help us sell, market, and recruit more effectively.

We encourage your participation on social media. Your unique and trusted voice helps to build Shrewsbury Musical Theatre Company's brand. That's because there is no better spokesperson for us than you.

And the numbers back it up:

- **Trusted.** 92% of consumers trust recommendations from people they know, more than any form of advertising. When you speak, your connections listen.
- **Connected.** Collectively, you have between 10-50x as many social followers as SMTC's social media accounts do.

As a company, it makes sense to support, not inhibit, your social media participation. It is in this spirit that we ask you to follow the guidelines below.

Guidelines

- **Content.** Please do not create your own content relating to SMTC productions, in order to maintain our brand identity and consistency we must ensure that all created content is done by the marketing team, we encourage you to share these posts for maximum exposure. If you do have ideas or creations, please do share them with the marketing team for approval before posting online.
 - No content which includes minors (those under 16) should be posted without written permission from the Company Directors/Secretary, who in turn will have sought permission from the parent/guardians of the minor/s.
- **Regularity.** Whilst it is important SMTC remains in the eyes of its customers, too much content can become tiresome, this may encourage people to switch off, unfollow or block our posts. We need to ensure that our content is not only engaging but done with appropriate intervals to ensure interest is maintained.
- **Like and Share.** Liking and sharing SMTC's posts allows them to have a far greater reach, we would really appreciate you doing this on a regular basis (we all want to perform to full houses, so it's in our own interest). Please when doing so ensure you share/like the original post directly from our page (rather than from another source), this ensures we get maximum exposure.

- **Be Transparent.** If you share anything related to Shrewsbury Musical Theatre Company and/or associate yourself with SMTC in any way, please ensure that your regular non SMTC related content would be seen as suitable for our audiences/members. Posts with political, explicit or extremist views/language should not by association be linked to posts relating to SMTC and our productions.
- **Use Good Judgment.** Remember that what you share online is permanent. So be smart in what you say and do online. Ultimately, you are responsible for what you write, which can not only reflect on you personally but also on SMTC's brand. If what you're thinking of writing gives you concern, pause and reach out to the marketing team or the Company Directors.
- **Be Natural.** People want to hear others' thoughts. Speak as you would to a colleague or a friend. Welcome others' reactions and replies, and do tag others who are discussing the same topic or who are relevant. Your words may inspire someone to join SMTC, explore our products and services, or even just to mention us to a friend.
- **Uphold Our Values & Policies.** Guidelines for functioning online are the same as the values, ethics, and confidentiality policies you are expected to uphold in general as a valued ambassador of SMTC.
- **Protect Confidential Information.** Never share SMTC's confidential or proprietary information, or share upcoming news without permission. Examples include, but are not limited to: financial information; information on staff, customers, partners, or suppliers; and business development deals. Please also ensure that information regarding casting or your auditions are kept to yourself until the process is complete and the production team have advised that posts regarding this are acceptable.
- **Proceed with Caution.** You may encounter negative posts about SMTC. We have a team that monitors social media and is trained to respond to these types of situations. Let this team respond or, if you believe they are unaware of the incident, then do please let the Company Directors or Secretary know.
- **Add Value.** A lot is said on social media, so stand out by sharing or writing things that add value to the lives of others. If you wouldn't click or read something yourself, then why would someone else?
- **Respect Our Brand.** Staff, performers and volunteers are not allowed to create or manage Shrewsbury Musical Theatre Company branded social media accounts without official permission from the Company Directors of Shrewsbury Musical Theatre Company. It is also not appropriate to use our logo or production logo branding in personal posts without permission.
- **Stay Legal.** Respect copyright and fair use laws. Give credit where credit is due.