

Social Media Policy and Use of Photographs/Videos on Social Media

This document describes our policy regarding the use of social media at the Royal School of Church Music, RSCM, and how this can be done safely and effectively.

Why this policy exists

As a charity, we **all** have a responsibility for communicating a consistent message about the RSCM. This will help us in our aim to build a strong thriving charity that meets the needs of today's church, ensuring music is sustained and developed within our churches and communities.

Social media can bring significant benefits to the RSCM, particularly for building relationships with new and existing volunteers, members and others engaged in RSCM activities. It is important, however, that this is done in a way that enhances the key messages of the RSCM and safeguards all who are associated with us, especially children, young people and vulnerable adults, as well as all our volunteers and staff.

It is important to stress that technology is such that confidentiality and privacy settings can be manipulated and information, once public, will exist somewhere. Before commenting on the RSCM's activities via social media, the implications should be carefully considered. Inappropriate comments, particularly if they are damaging to the reputation of the RSCM, for example criticising RSCM policy, personnel or breaching confidentiality, may lead to disciplinary action / legal action.

Policy Scope

Social media sites and services include (but are not limited to):

- Popular social networks like **Facebook** and **Twitter**
- Photographic social networks like **Flickr** and **Instagram**
- Professional social networks like **LinkedIn**

Responsibilities

Please ensure that the below processes are followed at all times:

- Ensure any personal contact information posted on social media is in accordance with the RSCM GDPR Guidelines. Social media sites such as Facebook, Twitter and LinkedIn will have privacy notices and age constraints built into them
- Avoid engaging in or sending abusive or defamatory messages, for example, anything of a racist or sexual nature
- Avoid all links with indecent or inappropriate material
- Ensure that any interactions via social media do not damage working relationships, either internal or external to the RSCM

Parental Consent Form

Please ensure that you have used the relevant RSCM Parental Consent form for **all** RSCM relevant events (email safeguarding@rscm.com if you are unsure). Please be aware that by signing the parental consent form, parents/guardians have given permission for photographs or videos to be taken during the event, which may be used for publicity or promotional purposes by the RSCM.

They could be published in many places, for example:

- RSCM Website
- RSCM Publications
- RSCM Facebook Pages
- RSCM Twitter Page
- RSCM Newsletter

Please note that we never disclose personal information such as names, location or home choir (unless we have explicit permission to do so). However, we are not able to control how others share posts. For example, tagging or sharing on Facebook, or retweeting on Twitter.

It will not always be possible for Areas or individuals to see the final edit of any marketing related activities before they are published. However, if someone does not wish to be photographed or videoed at an RSCM event this will need to be recorded on the relevant parental consent form. If someone chooses to change their mind about their photograph or video being used for marketing purposes and consent is withdrawn please contact our Marketing Officer, Angela Hamilton as soon as possible so this can be removed from our social media feeds.

We hope this is helpful. This policy has been created to give you a toolkit of best practice processes and to safeguard all. If you have any questions or become aware of anyone infringing the above please contact our Marketing Officer, Angela Hamilton on 01722 424848 or email ahamilton@rscm.com