

## **RSCDS Social Media Policy**

The RSCDS would like to recommend a uniform policy for Branches and Affiliated Groups when uploading and promoting content via Social Media. Having a positive image and being respectful of others, and ensuring content is seemly and appropriate is an on-going task and you should be mindful of this when uploading material.

### Guidelines

- There should be no offensive material of any kind. This include swearing, racial remarks, adult content, etc.
- Please do not post anything that has a political/economic motive. We are here to promote Scottish Country Dancing, not win an election or support a movement.
- Keep the personal out of every post. This entails personal thoughts, opinions, mentioning an “anonymous” member/post, and anything that is not related to the RSCDS, SCD or your Branch/Affiliated Group.
- For children under 16, please request permission from the individual, their parents/care-givers, and in the case of a child in a school/institutional setting, please request permission from the Headmaster/Principal, teacher(s) on hand and any additional personnel in writing, and inform them of when you are going to be posting the material and the content you wish to include.
- In the case of large groups, an Opt-Out policy for parents who do not want their child photographed should be utilized.
- Adult Members who do not wish to have their image used should advise us in writing or notify the on-hand photographer.
- Anyone representing the Branch in the demonstration team shall be deemed to consent to having their image used and disseminated.
- Music will not be posted without permission from the relevant musician/band leader.
- The website and social media accounts will not be used for commercial advertising without the prior consent of the Executive Committee.

Please be mindful that Facebook is a social networking tool, meaning that people are aware of who is posting on your Branch page and if they wish, can trace back to your personal account. What you post on your page is your own business, but if you are

posting sensitive material, like that listed above, it could have repercussions on your Branch and the RSCDS on a whole.

Any questions should be directed to Michael Greenwood at: [mike.greenwood@rscds.org](mailto:mike.greenwood@rscds.org)

Thank you,

Michael Greenwood  
**Digital Marketing Communications Officer**