

RSCDS Social Media Policy – updated September 2020

The RSCDS has considered the use of social media and would like to recommend a uniform set of guidelines for Branches and Affiliated Groups when using social media. Above all it is imperative that the content remains positive and respectful and appropriate for the situation. The following points are a reminder to all contacts of the RSCDS, dancers, members, musicians and staff to use these sites appropriately.

The RSCDS has official social media platforms such as Facebook, Twitter, Instagram and YouTube and these along with the use of any other social media sites must be used carefully to ensure that the Society's image and reputation is not damaged. We are sure that you will continue to use these channels appropriately, the following are points for consideration which may be helpful:

Guidelines

Privacy

- You can review and use privacy settings to control how visible your information is on a social media site and how visible you would like your contact and profile information, videos, photos, and posts to be, particularly if using social media in a personal capacity.
- You should be aware of the social media site's rules and regulations regarding privacy, protection and copyright. There are differences between platforms which you should be aware of.
- Please consider how appropriate any material is before you upload it. Take particular care that you have relevant permissions for sharing images and videos that feature others. Once this content is posted, posts may be shared on other pages and downloaded, even if you delete the original item.

Protection

- Please act cautiously and be wary of any links sent via social media accounts that look suspicious. Report them to your Branch or Group Officer and the office team at info@rscds.org.
- Please use strong passwords in order to protect social media accounts from being hijacked. Please be careful not to disclose your credentials to prevent your account from being hijacked and any malicious software or offensive material disseminated to networks.

Content

- Please do not include any offensive material of any kind. This includes swearing, racial remarks, adult content, criticism of others etc.
- Please do not post anything that has a political/economic motive. The Society must remain impartial and not be seen to be politically motivated.
- 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.

Photography and Videos

- Please obtain consent before taking and uploading images and videos. If you are struggling for suitable images and videos, please contact the RSCDS office at info@rscds.org or visit this [image and logo gallery](#) for sourcing potential content.
- For children under 18, please request permission 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. (Please also review the RSCDS Safeguarding Policy)
- Adult Members who do not wish to have their image used should advise the office in writing or notify the on-hand photographer at events.
- Anyone representing the Branch in the demonstration team shall be deemed to have already given their consent to having their image used and disseminated.
- Music should not be posted without permission from the relevant musician/band leader/recording company/copyright holder.
- The website and social media accounts will not be used for commercial advertising, please contact info@rscds.org in the first instance.

Training and Support with social media

- Please contact the RSCDS office who will be happy to assist with any social media enquiries and can work with Committee and Working Group members to devise training and tool kits in due course.
- Please continue to offer your feedback and ideas for content or news for social media by sending them to info@rscds.org. Your ideas and news are greatly appreciated.

Useful Links

The following links may be useful to visit:

- RSCDS [image and logo gallery](#) for suitable images of formal and informal dancing with logos and brand guidelines.
- Information about press and media: <https://www.rscds.org/about/press>
- Advice and information regarding other RSCDS policies and procedures: <https://www.rscds.org/about/governance/legal-administrative>.

Thank you for reading this policy and complying with these guidelines.

If you have any questions or would like to discuss any of these points further, please feel free to contact the RSCDS office at info@rscds.org.

Thank you,

The RSCDS Management Board