

## Social Media Policy

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### Intent

This Policy is designed to provide all El Sistema Grey Bruce - The Big Sound (also referred to as The Big Sound and/or TBS) Program Personnel with guidelines regarding the appropriate use of organization social media platforms such as, but not limited to Facebook, Twitter, LinkedIn, MySpace, etc.

### Guidelines

- Do not disclose confidential or proprietary information on TBS social media platforms. Disclosure of confidential or proprietary information without prior authorization may result in immediate termination.
- TBS Program Personnel will be held responsible for what they write or post on TBS's pages. Inflammatory comments, disparaging remarks, or negative / inappropriate language or posts may result in disciplinary action and/or termination.
- Respect copyrights. Don't post text, images or video created by someone else without proper attribution and/or authorization. If you have questions about copyright law and/or usage of certain media, contact the Board of Directors.
- Relay any important issues pertaining to TBS being discussed/shared on any social media platforms to The Board of Directors (Communications Lead) as soon as possible.
- If you have questions about how to respond to a specific post or group, refer the matter to the Board of Directors (Communications Lead) for direction/prior to posting any response/taking any action.
- Use good judgment when posting photos from TBS events. Notify any Program Participants, their families and/or any Program Personnel prior to posting any photos so that they may approve the posting of those photos. (Refer to TBS's Adult or Youth Digital Image Video Waiver Form).
- Always adopt a positive attitude when responding to comments on TBS's social media platforms, pages or applications, or comments about the organization in general.