

## ROYAL WOOTTON BASSETT ART FESTIVAL

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Reg. Charity No. 1135906



Creating Safer Festivals for Everyone: adopted by RWB Arts Festival

### **Social media policy**

In the past few years the use of Instagram, Facebook, YouTube, Twitter and various other social media tools has become part of many people's daily activity. Social media is and can be a powerful and positive tool which enables quick communication: as such it is a valuable tool when used appropriately. It can be a complementary communication channel to foster engagement, and increase access to activities, information, and also as part of celebration. We here at RWBAF take the role of social media seriously, and we ask that parents do too. Our Safeguarding and Child Protection policies detail our banning of photographs during all performances, unless otherwise expressly discussed and approved by parents or guardians etc. We do not recommend parents sharing details of children's names or locations; there are many children who are under care who, for example, may need extra protection, and whose details should not be made available in the public domain. It is for reasons such as these, that a blanket ban on photography is both tactful and advisable.

However, we recognise that parents often wish to share their child's successes and we also know many children have phones and accounts to many social media platforms. So, we at RWBAF are keen to engage through social media but only under the most sensitive and considered terms. By integrating social media into RWBAF's communication processes we recognise we have the potential to provide opportunities for conversation, to connect to communities who may not be aware of our activities or events, and to promote children's current successes in 'real time'. This technological flexibility also permits emergency notifications, e.g. cancellations, traffic reports being issued to visitors, or more simply Twitter (for example) often has the power of reconnecting those who have lost or left belongings behind after the Festival has finished.

### **RWBAF Twitter Policy**

RWBAF uses Twitter to promote news and information related to our events and engagement with the public.

Our Twitter account is <http://twitter.com/RWBArtsFestival>

The following Terms of Use sets out our policy on communicating through Twitter, and at all times we abide by Twitter guidelines, and ask all our supporters, visitors, and entrants to do likewise. Our hashtag is #RWBArtsFestival

## **Content**

If you follow us on Twitter you can expect tweets on the following topics:

- Updates, news and developments on #RWBArtsFestival messages and related topics
- Syllabus publications
- Venue information
- Ticket sales etc.

## **Following/Followers**

RWBAF follows relevant organisations and individuals on Twitter who we believe to be relevant to our remit and messages, including:

- Public sector organisations, public bodies and government departments, including schools
- National and international organisations and individuals with an interest in Speech and Drama, or Music, as in Arts Festivals
- Journalists, e.g. local radio stations.
- Politicians
- Other individuals who may have an interest in our work or may wish to disseminate our event information to their followers / pupils etc., e.g. the local Rotary Club who support the Festival.

Please note that our decision to follow a particular Twitter account does not imply endorsement of any kind.

Twitter allows people to become 'followers' of other Twitter users. We aim to attract followers to our Twitter profile as part of our remit as an Arts Charity. However, we are not responsible for the people who follow us on Twitter and the appearance of a Twitter user as a follower of RWBAF does not imply endorsement of any kind. We are not responsible for the content of other people's comments on Twitter either.

## **@ Replies and Direct Messages**

RWBAF welcomes relevant @ replies, retweets and Direct Messages from Twitter followers. We review all messages and aim to use any relevant views and information to improve our networking, engagement and outreach. We will also aim to reply to messages where possible, however this will be done on a case-by-case basis.

We will disregard tweets and Direct Messages containing:

- racist, defamatory or libellous comments
- threats, obscenity or vulgarity
- commercial post or spam
- copyrighted material
- links to inappropriate websites

As per our Safeguarding and Child Protection policies we recognise that:

- all children, regardless of age, disability, gender, racial heritage, religious belief, sexual orientation or identity, have the right to equal protection from all types of harm or abuse
- the welfare of all children / young people is paramount to the RWB Arts Festival
- The RWB Arts Festival recognises that working in partnership with children, young people, their parents, carers, teachers, and other relevant agencies is essential in promoting young people's welfare

Our social media team will also, in serious cases, remove users or block them from engaging with us on Twitter, particularly those who continue to regularly post content and comments described above. Where appropriate you will be reported to the relevant authorities.

### **Retweets**

Users may retweet our posts, however we would like to be credited for the information used.

RWBAF will retweet relevant information from individuals or third parties on a regular basis including photos if those have been voluntarily put into the public domain (e.g. if a parent has voluntarily shared an image of their child celebrating their success at the #RWBArtsFestival). We are very keen to ensure appropriate permission by an appropriate adult has been granted for such photos, although we are not responsible for the content of other people's tweets. We are not the copyright holder of other people's images but where possible we will identify the owner. Any retweets do not necessarily constitute endorsement.

We will never identify children without the express consent from an appropriate adult / carer / guardian. Any photos we are likely to post will be retweets rather than our own, and if we do ever post a photo of a performance no names will be used if permission has not been given, in order to maintain our stringent and disciplined safeguarding of children and vulnerable adults who enter our Festival. [See below for more information on photo permission and storage.](#)

### **Links to Other Websites**

We are not responsible for the accuracy of content available through website links. Links to third-party websites do not necessarily constitute an endorsement of the content or the website, and whilst we may use them we recognise some websites may not update regularly and content can often be moved.

### **Child protection advice**

Please note RWBAF does not and will never provide child protection advice in relation to specific cases.

## **Data Protection**

The RWBAF abides by the Data Protection Act. The Information Commissioner's Office's guide - Social networking and online forums - is available [here](#).

## **RWBAF Facebook Policy**

This policy sets out the purpose of the RWBAF's Facebook Pages, provides guidance on posting comments and content and how the organisation will moderate and administer its page and any comments.

The RWBAF Facebook is administered by RWBAF on a part time, adhoc basic. Our aim is to provide an online social community where people can freely access information about our upcoming Arts Festival, syllabi etc.

By following us ('liking' our Facebook Page') you can find up-to-date information on current events and plans. You can also post relevant comments and questions about related Festival matters to us and we will endeavour to address these issues and provide helpful information as required, when possible.

However, it is important to note that the RWBAF Facebook page is not a facility for handling individual child protection concerns.

## **Facebook Posting**

Posted comments and images do not necessarily represent the views of the RWBAF committee. We do not agree with or necessarily endorse all comments posted by individuals on our page.

We want people to have an informative and enjoyable time while using the Page and we ask that people post comments in a respectful manner, remembering at all times that we are dealing with young children and sometimes vulnerable young children / adults.

Below we have outlined our policy for removing comments and banning users in certain circumstances.

The following activity and comments will be deleted:

- Offensive, bullying, threatening in nature
- Sectarian, racist or sexist
- Libellous or defamatory
- Attacks, intimidation or threats against our employers or other users and individuals
- Off-topic or irrelevant posts and those posted under the wrong thread
- Designed to unduly promote a commercial organisation, product or brand
- Disruptive
- Lewd or pornographic in nature
- Infringement on copyrights

- Other comments that our social media team deem inappropriate.

Our social media team will also, in serious cases, remove users or block from the site those who continue to regularly post content and comments described above. Where appropriate you will be reported to the relevant authorities.

[See below for more information on photo permission and storage.](#)

## **Monitoring**

Our social media accounts are not monitored 24 hours a day. Please understand that we may not be able to reply immediately to comments and questions, particularly during our busiest of times which is of course during our annual festival.

On occasions there may be inappropriate comments or posts from others which require a quick response which we may not spot right away, but we are committed to dealing with any such posts as soon as possible as we do not endorse negative behaviours which may harm children in any way.

## **Data Protection**

The Safeguarding and Child Protection Officer, Lisa Williams, can be contacted to discuss our policy in more detail. We endeavour at all times to adhere to the Data Protection Act. The Information Commissioner's Office's guide - *Social networking and online forums – when does the DPA apply?* - which is available [here](#).

## **Photo Permissions Across the Festival**

We are keen to celebrate our entrants and their successes, however, we are also keen to protect and keep children safe. Where children are happy, and where permission is given, we share content across our social media platforms. Photos are only ever used where permission is expressly given by a parent or guardian, or by the adult in question. Permission is obtained by the Festival in various ways, e.g.:

- When any entrant is registered on the RunMyFestival on-line ticket system, there is a mandatory field where photo consent has to be confirmed or denied. This can be live checked at any time by the Social Media team, who are administrators of RunMyFestival for this purpose.
- Consent can also be given during the Festival where the Social Media team use the following form to capture the parent or guardian's signature:  
<https://rwbartsfestival.com/documents/>  
*These forms are then scanned and filed on DropBox for audit purposes and should be stored here: RWBAF\Admin\Dropbox\RWBAF\Admin\Forms*
- Consent can also be given during the Festival where the parent / care / guardian signs the Trophy form on the entrant winning a class.

*These forms are then scanned and filed on DropBox for audit purposes and should be stored here: RWBAF\Admin\Dropbox\RWBAF\Admin\Forms*

- Consent can also be given via email:

*These emails are then scanned and filed on DropBox for audit purposes and should be stored here: RWBAF\Admin\Dropbox\RWBAF\Admin\Forms*

### **Photo Handling**

Any photos taken, e.g. by committee members on the Social Media team, are only used on the Festival's website, Twitter or Facebook's accounts. Only first names of any children, or adults, are used. No address details or any personal information is ever used. Photos are removed from devices by the end of the Festival, and the images are stored on DropBox, our secure restricted document cloud storage.

### **Managing Child Welfare Online**

Further information about how the Festival manages the risks of photographing children and our best practice, can be found in our RWB Arts Festival Photographic Due Diligence document.