



## Social Media Policy 2020    Fall into Place Theatre

Fall into Place use social media to promote positive messages and share our events, workshops and opportunities. We also promote other organisations with similar values and opportunities as ourselves.

When using social media, please use the following guidelines:

- Ensure that all messages sent out via social media or email remain respectful and polite at all times
- Do not retweet or share content that suggests an affiliation with a political party - e.g. retweeting a political party's tweet or promoting one political party over another. More guidance on this is available here:  
<https://www.gov.uk/government/publications/speaking-out-guidance-on-campaigning-and-political-activity-by-charities-cc9/speaking-out-guidance-on-campaigning-and-political-activity-by-charities>
- Do '@' our sponsors, grant providers and local organisations where relevant
- Do share positive or inspiring messages regarding mental health and confidence
- Ensure any content that is not our own is legitimate by checking the source of the information, e.g. if retweeting a quote from an unknown organisation, have a look on their website or see where they get their evidence from before sharing wider
- If someone complains or writes an offensive comment, do not argue with them. Where relevant, you can apologise or respond respectfully. For complaints or offensive comments inform your line manager as soon as possible.
- Be authentic and share things that you believe in and feel will be of benefit to others.
- Get/check for permission before taking or sharing any photos.
- Do not share people's names or any personal information about them without their permission.
- Photographs, links to helpful resources and hashtags are great ways to stand out. We have a wide range of photos to use - ask for any photos you need. There are also some websites that allow photos to be used freely without needing permission to share them such as 'Unsplash'.



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- Avoid sharing personal opinions or sharing negative comments on world or local events through our social media and email. We want our social media platforms to be a positive, useful place where people can gain new ideas and see new opportunities in creative arts, skills, wellbeing and confidence building.