



BLUE MOOSE

DANCE COMPANY

SOCIAL MEDIA POLICY

Social Media Officer

Sarah Hall

Last Renewed: August 2020

DISCOVER. CREATE. EMPOWER

Organisation

Blue Moose Dance Company works across 2 antlers, Blue Moose LTD and Blue Moose Dance Company CIC, allowing us to spread the dancing joy even further! This policy refers to and incorporates all activity which takes place within Blue Moose Ltd and Blue Moose Dance Company CIC.

Blue Moose LTD, Registered Company No. 10963231
Blue Moose Dance Company CIC, Registered Company No. 09343271

Statement

[Blue Moose Dance Company's](#) Social Media Policy deals with the use of all forms of social media including collaborative projects, blogs and microblogs, content communities, social networking sites, virtual game worlds, and virtual social worlds. Popular examples of these include Facebook, LinkedIn, Twitter, Google+, YouTube, Wikipedia, Tumblr, WordPress, Instagram, Ning, MySpace and Second Life.

[Blue Moose Dance Company's](#) encourages employees/freelancers/volunteers to participate in social media activities and recognises the benefits this has for the Company. Social media allows the Company to talk about the work, and more importantly to communicate directly with those people who support, follow or engage with our work – including audiences, youth participants, educators, funding bodies, sponsors, peers, colleagues, friends and family.

We actively encourage company members to share social media activity from our official feeds in order to increase reach and engagement. It is good to have a variety of voices representing the Company - this highlights the diversity of personalities at [Blue Moose Dance Company](#). We ensure that all employees/freelancers/volunteers follow the Company ethos, Social Media Guidance document, adhere to the code of conduct and observe some simple rules:

- ✦ be respectful of others, even those offering criticism
- ✦ be professional
- ✦ do not defame or disparage the Company or its stakeholders
- ✦ do not harass or bully other staff or breach its equal opportunities policy
- ✦ do not breach any other laws or ethical standards
- ✦ do not post any confidential or proprietary information without prior permission
- ✦ to protect yourself and the Company against liability for copyright infringement, where appropriate, reference sources of particular information you post or upload and cite them accurately
- ✦ all relevant permissions must be in place for use of any images/videos/photographs, especially featuring children and young people, in line with our Child Protection Policy.
- ✦ do credit/reference partners/organisations in relevant posts.
- ✦ do not post anything that your colleagues or stakeholders would find offensive.

You are personally responsible for what you communicate on social media, it should be noted on your social media profile that all views are your own. Remember that what you publish might be available to be read by the masses for a long time. Keep this in mind before you post content.

If you are uncertain or concerned about the appropriateness of any statement or posting, discuss it with the Sarah Hall before posting it.

If you see content on social media that disparages or reflects poorly on us please let Sarah Hall know.

[Blue Moose Dance Company](#) reserves the right to monitor and review, without further notice, staff activities using communications systems, including but not limited to social media postings and activities, to ensure that its rules are being complied with and for legitimate business purposes. This might include, without limitation, the monitoring, interception, accessing, recording, disclosing, inspecting, reviewing, retrieving and printing of transactions, messages, communications, postings, log-ins, recordings and other uses of the systems as well as keystroke capturing and other network monitoring technologies.

Please engage with us, we love it!

Facebook: [bluemoosedance](#)

Twitter: [@bluemoosedance](#)

Instagram: [@bluemoosedance](#)