

# Social Media Policy

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## **UK Office**

14 Gloucester Gate  
London NW1 4HG  
+44 (0)20 7487 0730

## **US Office**

900 West End Avenue, 15F  
New York, NY 10025  
+1 212 203 6956

## **BRITISH AMERICAN DRAMA ACADEMY**

Registered charity: 291796.  
Company limited by guarantee registered  
in England & Wales. Reg No. 1828640.

[www.bada.org.uk](http://www.bada.org.uk)  
[info@bada.org.uk](mailto:info@bada.org.uk)

## **Social Media Policy**

This policy is intended to help staff and faculty make appropriate decisions about the use of social media such as blogs, wikis, social networking websites, podcasts, forums, message boards, or comments on web-articles, such as Twitter, Facebook and Instagram.

This policy outlines the standards we require staff and faculty to observe when using social media, the circumstances in which we will monitor your use of social media and the action we will take in respect of breaches of this policy.

This policy supplements our Online Data Protection.

This policy does not form part of any contract of employment and it may be amended at any time.

### **Who is covered by the policy?**

This policy covers all individuals working at all levels and grades, including senior managers, officers, directors, employees, consultants, contractors, trainees, homeworkers, part-time and fixed-term employees, casual and agency staff and volunteers (collectively referred to as staff and faculty in this policy).

### **The scope of the policy**

All staff and faculty are expected to comply with this policy at all times to protect the privacy, confidentiality, and interests of our organisation and our services, students, employees, partners, contractors, and competitors.

Breach of this policy may be dealt with under our Grievance and Disciplinary Policy and, in serious cases, may be treated as gross misconduct leading to dismissal.

### **Responsibility for implementation of the policy**

The Facilities & Compliance Manager has overall responsibility for the effective operation of this policy.

The Facilities & Compliance Manager is responsible for monitoring and reviewing the operation of this policy and making recommendations for changes to minimise risks to our operations.

All staff and faculty are responsible for their own compliance with this policy and for ensuring that it is consistently applied. All staff and faculty should ensure that they take the time to read and understand it. Any breach of this policy should be reported to the Facilities & Compliance Manager.

Questions regarding the content or application of this policy should be directed to the Facilities & Compliance Manager.

### **Using social media sites in the name of The British American Drama Academy**

Only the Marketing and Development Manager, and the Administrative Assistant are permitted to post material on social media sites in BADA's name and on its behalf.

Occasionally limited permission may be given to Students on one of BADA current programs. In these instances, this is closely monitored by the Marketing and Development Manager, the Facilities & Compliance Manager, or the Administrative Assistant and all passwords are changed after the student's access to the account has finished.

### **Using work-related social media**

We recognise the importance of the internet in shaping public thinking about the Academy and our services, staff, faculty, partners, and students. We also recognise the importance of our staff and faculty joining in and helping shape industry conversation and direction through interaction in social media.

Staff and faculty are therefore permitted to interact on approved social media websites about industry developments and regulatory issues.

Approved social media websites are:

Facebook, Twitter, Instagram, LinkedIn.

This list may be updated by the Facilities & Compliance Manager.

Before using work-related social media, staff and faculty must have read and understood this policy and the Equality and Diversity Policy, Bullying, Sexual Assault and Harassment Policy, Safeguarding Policy, Confidentiality Policy, Online Data Protection Policy and Grievance and Disciplinary Policy.

### **Personal use of social media sites**

BADA permits the incidental use of social media websites for personal use subject to certain conditions set out below. However, this is a privilege and not a right. It must neither be abused nor overused and BADA reserve the right to withdraw permission at any time at its own discretion.

The following conditions must be met for personal use to continue:

Use must be minimal and take place substantially out of normal working hours (that is, during lunch hours, before 9 am or after 5.30 pm);

Use must not breach any of the rules set out in paragraph 8 below.

Use must not interfere with business or office commitments;

Use must comply with our policies including the Equality and Diversity Policy, Bullying, Sexual Assault and Harassment Policy, Safeguarding Policy, Confidentiality Policy, Online Data Protection Policy and Grievance and Disciplinary Policy.

### **General Rules for use of social media**

Whenever staff and faculty are permitted to use social media in accordance with this policy, they must adhere to the following general rules:

- ▶ Do not upload, post, forward or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content.

- ▶ Any member of staff or faculty who feels that they have been harassed or bullied, or are offended by material posted or uploaded by a colleague onto a social media website should inform the Facilities & Compliance Manager or the Managing Director as appropriate.
- ▶ Never disclose commercially sensitive, anti-competitive, private or confidential information. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss this with the Facilities & Compliance Manager.
- ▶ Do not upload, post or forward any content belonging to a third party unless you have that third party's consent.
- ▶ It is acceptable to quote a small excerpt from an article, particularly for the purposes of commenting on it or criticising it. However, if you think an excerpt is too big, it probably is. Quote accurately, include references and when in doubt, link, don't copy.
- ▶ Before you include a link to a third-party website, check that any terms and conditions of that website permit you to link to it. All links must be done so that it is clear to the user that they have moved to the third party's website.
- ▶ When making use of any social media platform, you must read and comply with its terms of use.
- ▶ Do not post, upload, forward or post a link to chain mail, junk mail, cartoons, jokes or gossip.
- ▶ Be honest and open, but be mindful of the impact your contribution might make to people's perceptions of BADA as an Academy. If you make a mistake in a contribution, be prompt in admitting and correcting it.
- ▶ You are personally responsible for content you publish into social media tools – be aware that what you publish will be public for many years.
- ▶ If you feel even slightly uneasy about something you are about to publish, then you shouldn't do it. If in doubt, always discuss it with the Facilities & Compliance Manager first.
- ▶ Don't discuss colleagues, competitors, students or suppliers without their prior approval.
- ▶ Always consider others' privacy and avoid discussing topics that may be inflammatory e.g. politics and religion.
- ▶ Avoid publishing your contact details where they can be accessed and used widely by people you did not intend to see them, and never publish anyone else's contact details.
- ▶ Activity on social media websites during office hours should complement and/or support your role and should be used in moderation.
- ▶ If you notice any content posted on social media about us (whether complementary or critical) please report it to the Marketing and Development Manager.

### **Monitoring use of social media websites**

Staff should be aware that any use of social media websites (whether or not accessed for work purposes) may be monitored and, where breaches of this policy are found, action may be taken under our Disciplinary Procedure.

BADA reserve the right to restrict or prevent access to certain social media websites if we consider personal use to be excessive. Monitoring is only carried out to the extent permitted or as required by law and as necessary and justifiable for business purposes.

Misuse of social media websites can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against you and us. It may also cause embarrassment to us and to our clients.

In particular uploading, posting forwarding or posting a link to any of the following types of material on a social media website, whether in a professional or personal capacity, will amount to gross misconduct (this list is not exhaustive):

- ▶ Pornographic material (that is, writing, pictures, films and video clips of a sexually explicit or arousing nature);
- ▶ A false and defamatory statement about any person or organisation;
- ▶ Material which is offensive, obscene, criminal, discriminatory, derogatory or may cause embarrassment to us, our students or our staff;
- ▶ Confidential information about us or any of our staff or students (which you do not have express authority to disseminate);
- ▶ Any other statement which is likely to create any liability (whether criminal or civil, and whether for you or us); or
- ▶ Material in breach of copyright or other intellectual property rights, or which invades the privacy of any person.

Any such action will be addressed under the Disciplinary Procedure and may result in summary dismissal.

Where evidence of misuse is found we may undertake a more detailed investigation in accordance with our Disciplinary Procedure, involving the examination and disclosure of monitoring records to those nominated to undertake the investigation and any witnesses or managers involved in the investigation. If necessary, such information may be handed to the police in connection with a criminal investigation.

If you notice any use of social media by other members of staff in breach of this policy, please report it to the Facilities & Compliance Manager or your line manager as appropriate.