



Tasmanian Symphony Orchestra

SOCIAL MEDIA and PUBLIC COMMENT POLICY

Policy Overview and Purpose

Social media is changing the way we communicate internally and externally.

This policy has been developed to inform our TSO community about using social media and public comment so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online and external communication activities related to TSO.

This policy also contains guidelines for the TSO community to engage in social media use and public comment. It also includes details of breaches of the policy.

In circumstances where guidance about social media and external communication issues has not been given in this document, please seek out advice from the Managing Director and/or members of the Senior Management Team who have approved this policy.

This policy complements TSO's core values, these being;

- Excellence
- Passion
- Innovation
- Respect,

and the TSO's Code of Conduct.

Coverage

This policy applies to all persons who are involved with the activities of TSO, whether they are in a paid or unpaid/voluntary capacity and including:

- all employees of TSO including orchestra and administration staff whether employed in a full-time, part-time or casual capacity;
- persons appointed or elected to TSO boards, committees and sub-committees;
- contractors; and
- any others, i.e., volunteers such TSO Friends & TSO Chorus.

Scope

The scope of the Policy covers:

- a) Social Media; and
- b) Public Comment

a) Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet. It is supported by the guidelines also contained in this document.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. an officially designated individual representing TSO on social media; and
2. if you are posting content on social media in relation to TSO that might affect TSO's business, products, services, events (including Commercial Projects), sponsors, members or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to TSO or its business, employees, participants, products, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to TSO may still be regulated by other policies, rules or regulations of TSO.

Using social media in an official capacity

1. You must be authorised by the Managing Director and/or the Director Marketing and Communications before engaging in social media activities as an official representative of TSO.
2. You must have checked and approved any external correspondence relating to TSO by the Managing Director and/or Director Marketing and Communications before it can be released publicly.

As a part of TSO's community you are an extension of the TSO brand.

As such, the boundaries between when you are representing yourself and when you are representing TSO can often be blurred. This becomes even more of an issue as you increase your profile or position within TSO. Therefore it is important that you represent both yourself and TSO appropriately online at all times.

b) Public Comment:

Public comment should only be made by an employee when it is required to perform their normal duties and with the authority of the Managing Director.

The words 'public comment' are used broadly and include public speaking engagements (including comments on Radio and Television), expressing views in letters to the press or where it is reasonably foreseeable that the publication or circulation of the comment(s) will flow to the community at large.

Tasmanian Symphony Orchestra employees, as members of the TSO community, have a right to make public comment and to enter into public debate on political and social issues.

As an employee of the Tasmanian Symphony Orchestra you must avoid making comment where:

- it is implied that the public comment (even if it was made in a private capacity) is in some way an official comment of the Tasmanian Symphony Orchestra;
- an employee is directly involved in advising on or directing the implementation or administration of the Tasmanian Symphony Orchestra policy, and public comment would compromise their ability to continue to do so in an efficient and professional manner;
- public comments amount to gratuitous personal attacks; or
- it indicates an unwillingness to work according to the Tasmanian Symphony Orchestra requirements and policies.

Public Integrity of TSO

The Tasmanian Symphony Orchestra (TSO) is a Tasmanian icon proudly supported by the Tasmanian community and significantly funded by a number of Government bodies, corporate partners and private donors.

By supporting this policy and following the guidelines attached with it, employees contribute to strong communications practices within the organisation and minimise the chances of adverse or incorrect media coverage and public comment.

Record Keeping and Social Media Access

A copy all information posted on social media and printed public comments made on behalf of TSO is to be kept in an electronic file by the Director Marketing and Communications.

A record is to be kept of all those employees who have a password to make changes to any social media sites used by TSO. The Director Marketing and Communications is responsible to ensure that access is removed once an employee leaves the organisation.

Related policies

- *The Privacy Act 1988 (Tas)*
- *Personal Information Protection Act 2004 (Tas)*
- Code of Conduct
- Appropriate Workplace Behaviour Policy
- Media and Public Comment Guidelines

Other legal considerations that may be applicable include but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trade mark laws
- Privacy, confidentiality and information security laws
- Anti-discrimination laws
- Employment laws
- Advertising standards
- Equal opportunity laws
- Contempt of Court

Assistance & Training

If employees have questions in relation to this policy, then contact the Director Marketing and Communications in the first instance or other members of the Senior Management team for assistance.

From time to time, TSO may direct employees to attend training with regards to this policy and/or associated policies. The Director People and Culture will advise and arrange appropriate training should the need arise.

The Director People and Culture is responsible for all matters related to this policy, i.e., relevant updates, training, document control, implementation and communication of any updates.

Authorisation:



Policy authorised by:

Date to be reviewed:

28/11/2016



Media and Public Comment Guidelines

All members of the TSO community, as outlined in the Policy Statement, must adhere to the following guidelines when using social media or making public comment related to TSO or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

1. Initiating Publicity

- a) Employees are to provide details of forthcoming or potential public events, including performances, media launches, forums and events to the Managing Director and/or Director Marketing and Communications
- b) Employees are to advise the Managing Director and/or Director Marketing and Communications of possibilities for publicity or media issues surrounding TSO activities.
- c) All media releases generated by the TSO must be prepared in conjunction with the Director Marketing and Communications and approved by the Managing Director.

Note: The sooner you are aware of an event/issue please advise so a communications plan can be prepared.

2. Responding to Media Enquiries

All media enquiries (phone, mail or email) received by employees must be directed to the Managing Director or Director Marketing and Communications. This includes all contact by journalists seeking interviews, data and background information.

Note: All journalists must be directed to the Managing Director or Director Marketing and Communications even if they claim to have been authorised to contact individuals.

3. Participating in Media Interviews

The only authorised spokesperson for the TSO is the Chair of the TSO Board with authority to delegate to the Managing Director and the Chief Conductor.

However, there may be occasions when it is appropriate for employees to give or be involved in media interviews to promote a TSO program or event. The Managing Director may grant permission for a particular employee/s to participate in a media interview, for operational matters.

If employees are contacted by the media with a request for an interview, they must follow the procedure as outlined under **responding to media enquiries** above.

4. Tips for Using Social Media

- a) **Use common sense**

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from any member of the Senior Management Team before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for TSO.

b) Protecting your privacy

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

c) Honesty

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. TSO recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

d) Use of disclaimers

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. TSO) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble — it may not have legal effect.

e) Reasonable use

If you are an employee of TSO, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

f) Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of TSO's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of TSO.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by TSO, it is perfectly acceptable to talk about TSO and have a dialogue with the community, but it is not okay to publish confidential information of TSO. Confidential information includes things such as details about litigation, unreleased product information, contracts, agreements and unpublished details about TSO, e.g. team, practices, financial and commercial – in confidence information.

When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

g) Gaining permission when publishing a person's identifiable image

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have consent of the owner of copyright in the image.

h) Complying with applicable laws

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

i) Abiding by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and TSO's own copyrights and brands. If uncertain, please discuss with the Director Marketing and Communication.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

j) Discrimination, sexual harassment and bullying

The public in general, and TSO's employees and members, reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, defamatory, obscene, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media you may also be bound by TSO's values, Code of Conduct, Appropriate Workplace Behaviour Policy and Anti-Discrimination, Harassment and Bullying policies and procedures.

k) Avoiding controversial issues

Within the scope of your authorisation by TSO, if you see misrepresentations made about TSO in the media, you may point that out to the relevant Senior Manager in TSO. Always

do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

l) Dealing with mistakes

If TSO makes an error while posting on social media, please address it promptly and appropriately by notifying the Managing Director or Director Marketing and Communications.

If someone accuses TSO of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately by notifying the Managing Director or Director Marketing and Communications.

If a mistake is made or an issue arises after usual business hours, and the Managing Director or Director Marketing & Communications are not contactable, please contact the Orchestra Manager and/or the Director Artistic Planning for assistance.

m) Conscientious behaviour and awareness of the consequences

Keep in mind that what you write is your responsibility. A failure to abide by these could result in disciplinary action and/or counselling.

You should always follow the terms and conditions for any third-party sites in which you participate.

n) Branding and intellectual property of TSO

You must not use any of TSO's intellectual property or imagery on your personal social media without prior approval from TSO.

TSO's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on TSO's official social media sites or website.

You must not create either an official or unofficial TSO presence using the organisation's trademarks or name without prior approval from TSO.

You must not imply that you are authorised to speak on behalf of TSO unless you have been given official authorisation to do so by the Managing Director.

Where permission has been granted to create or administer an official social media presence for TSO, you must adhere to the TSO Branding Guidelines.

Policy Breaches

Breaches of this policy include but are not limited to:

- Using TSO's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.

- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content in breach of TSO's Appropriate Workplace Behaviour Policy inclusive of anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any State or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing TSO, its affiliates, its product, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

a) Reporting a breach

If you notice inappropriate or unlawful content online relating to TSO or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to the Managing Director or a member of the Senior Management Team.

b) Investigation

Alleged breaches of this social media policy may be investigated according to TSO's workplace procedures.

Depending on the breach and where it is considered necessary, TSO may report a breach of this social media policy to police.

c) Disciplinary process, consequences and appeals

Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the TSO's Appropriate Workplace Behaviour Policy and procedures.

Employees of TSO who breach this policy may face disciplinary action up to and including termination of employment in accordance with TSO EA's and other relevant policies and procedures.

Summary

If you are in any doubt about the information contained in the Social Media and Public Comments Policy and these supporting guidelines, please discuss with the Managing Director or any member of the Senior Management Team.