

# THE NOTTINGHAM HARMONIC SOCIETY



Registered Charity No. 231548

## Social Media Policy

**Note: The legal entity known as The Nottingham Harmonic Society is referred to throughout this document as Nottingham Harmonic Choir (or the Choir). The Officers and all the other General Committee Members are, and may be referred to as, the Trustees.**

### 1. Purpose

This policy outlines how members of Nottingham Harmonic Choir (the "Choir") should use social media (internet-based tools) responsibly when acting in connection with the Choir; whilst publishing, sharing and discussing information on our Choir platforms. It aims to help members make positive use of digital tools while protecting themselves, others, and the Society's reputation.

### 2. Scope

This policy applies to all members when:

- Using social media on behalf of the Choir.
- Identifying themselves as members.
- Posting content related to Choir activities.

It does not cover purely personal use unless such use could reasonably be linked to the Choir.

### 3. Why This Matters

Social media is a valuable tool for promoting the Choir and engaging with members and the public. However, misuse can lead to reputational, legal, and personal consequences. This policy promotes common sense, legal compliance, and respectful conduct. We actively encourage our members to share and promote our choir events on social media.

### 4. Core Principles

When using social media in connection with the Choir:

- Be respectful – Treat others online as you would in person. Avoid inflammatory, offensive, or discriminatory language.
- Stay relevant – Only post Choir, musical, or general interest, related content when representing or commenting on Choir social media.
- Use common sense – If in doubt, don't post it.
- Be accurate – Fact-check before posting.
- Protect privacy – Never share personal data (full names, photos, videos etc.) of others without consent.
- Think long-term – Assume anything posted may become public and permanent.

## 5. Choir Social Media Use

The Choir currently actively uses the following media:

- Facebook – Nottingham Harmonic Choir
- X - @Notts\_Harmonic
- Instagram - @Notts\_Harmonic
- Hashtag - #NottsHarmonic
- Only designated admins may post or respond on behalf of the Choir.
- Members, and followers, may comment respectfully on Choir posts.

This policy applies to all public and private platforms where members interact online, including but not limited to:

- Facebook, X (Twitter), Instagram, LinkedIn, WhatsApp, YouTube, TikTok, Snapchat, and Blogs.

## 6. Legal Responsibilities

Members must comply with applicable laws including:

- Data Protection Act 2018 / UK GDPR – Do not post personal data without permission.
- Equality Act 2010 – Avoid discriminatory or harassing content.
- Human Rights Act 1998 – Respect privacy.
- Defamation and copyright laws – Do not post defamatory or unlicensed content.

## 7. Safeguarding & Consent

- Always get clear verbal, or written, consent before sharing identifiable images or videos of other people.
- Special care must be taken when photographing or referring to children, vulnerable adults, or other identifiable individuals.

## 8. Accessibility

The Choir recognises the importance of digital accessibility and aims to make its social media content as inclusive and usable by all audiences, despite their disability, including people with visual, auditory, cognitive, or motor impairments. Members managing or contributing to social media in an official capacity should try to follow the information given on the 'Social Media Accessibility Checklist' (Appendix 1) where possible.

- Ensure all posts are clear, concise, and easy to understand.
- Consult the Accessibility Checklist for detailed information.

## 9. Reporting Concerns

If you see inappropriate content by another member or experience social media abuse:

- Contact your section Steward, the Chairman, or General Secretary.
- Do not engage publicly.
- Do not post grievances or complaints on social media — use internal channels.

Remember: You are an ambassador for the Choir — online and offline.

## Appendix 1 - Social Media Accessibility Checklist

Use this checklist when creating or reviewing social media content.

### Text & Visual Design

- Text is **clear and concise**
- Avoids all-caps and excessive punctuation (e.g., “!!!”)
- Uses **high contrast** between text and background in images
- Avoids using **colour alone** to convey meaning (e.g., red = danger)

### Images

- **Alt text** is added (where supported) to describe key image content
- Decorative images are marked as decorative (if option available)
- Infographics or posters include the **same information in the post text**

### Videos

- Captions or subtitles are included (auto or manual)
- A brief **text description** of the video content is provided in the post caption

### Language & Structure

- Avoids jargon or explains it clearly
- Uses **CamelCase** for hashtags (e.g., #NottsHarmonic)
- Keeps sentences short and language plain where possible.

### Links

- Links are descriptive (e.g., “More info on our concert: [link]” instead of “Click here”)
- Shortened links are used only if necessary — and context is provided

### Emojis & Symbols

- Emojis are used **at the end** of posts (not mid-sentence)
- Used **sparingly** and only when they add meaning or tone

### Platform-Specific Tips

- Facebook & Instagram: Include image descriptions in the post if alt text isn't available
- Twitter/X: Use built-in **alt text feature** for images
- Instagram Stories or Reels: Add **captions or sticker text** manually if speaking
- WhatsApp groups: Be mindful of users with screen readers; avoid long unbroken text or emoji spam

### Consent & Representation

- Confirm **verbal or written consent** before sharing identifiable images of others
- Avoid tagging individuals without their permission
- Consider the visibility of individuals in photos, especially children or vulnerable adults

### Before Posting – Ask Yourself:

- Would someone using a screen reader understand this?
- Would someone with vision, hearing, or cognitive impairments be excluded by this content?
- Have I checked for clarity, respect, and readability?