



Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men's Chorus London and Aeolian Hall Performing Art Centre Social Media Policies and Procedures

Purpose

Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men's Chorus London and Aeolian Hall Performing Art Centre strive to maintain a positive image in the community and have adopted this policy to ensure that employees, Board members, committee members and volunteers are aware of their responsibility to maintain a positive image as a representative of the organization. Aeolian employees, Board members, committee members program participants (El Sistema Aeolian, Pride Men's Chorus London) and volunteers that maintain personal social media pages (e.g. Facebook, LinkedIn, Blogs, Twitter, Instagram, Wiki, etc.), are expected to comply with the guidelines set out within this policy.

We would like to take this time to remind the staff, Board members, committee members, program participants and volunteers that they continue to act as representatives of Aeolian Hall Musical Arts Association, El Sistema Aeolian and Aeolian Hall outside of regular business hours and should conduct themselves in a manner that is appropriate.

The function of this policy is to:

- Protect the reputation of Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men's Chorus London and Aeolian Hall Performing Art Centre
- Limit the liability of Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men's Chorus London and Aeolian Hall Performing Art Centre
- Manage brand integrity and identity
- Provide staff, Board members, committee members, program participants and volunteers with guidelines when participating online during business and non-business hours, using Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men's Chorus London and Aeolian Hall Performing Art Centre's computers and/or personal computer equipment



Policy Scope

This policy applies to Internet access and acceptable use of personal and Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men's Chorus London and Aeolian Hall Performing Art Centre accounts. This policy does not encompass electronic mail or the requirements and standards for building Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men's Chorus London and Aeolian Hall Performing Art Centre websites.

The following users are covered by this policy:

1. Full-time, part-time and contract employees of Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men's Chorus London and Aeolian Hall Performing Art Centre
2. Members of Aeolian Hall Musical Arts Association Board of Directors and all standing committees
3. Contractors and temporary workers
4. Volunteers, interns program participants and student

Definition

Social Media: Forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content (*Merriam Webster Dictionary*).

These include but are not limited to:

- Blogs (or Weblogs)
- Bulletin Boards
- Chat Rooms
- Discussion Groups
- Instant Messaging (IM)
- Mailing Lists or Listservs (email redistribution program)
- Photo/Video Sites e.g. YouTube



- Social Networking Sites e.g. Facebook, Instagram, Twitter, LinkedIn
- Wikis

Aeolian Hall Musical Arts Association, El Sistema Aeolian and Aeolian Hall Social Media Guidelines

The goals of Aeolian Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men's Chorus London and Aeolian Hall Performing Art Centre's social media channels are to raise awareness of, and engagement with, the productions, programs, fundraisers, and events of Aeolian Hall Musical Arts Association, El Sistema Aeolian and Aeolian Hall and those who may rent or use our facilities.

Our mission is as follows:

- We believe that the Arts can enlighten inspire and transform. We believe in Universal Access to Music, Art, Culture, Education and Community.
- We believe that volunteerism is the highest form of giving back to community.
- We present excellence in performance and create revolutionary arts programs to build better communities.
- To do this, we are brave, rebellious, justice seeking and innovative.

Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men's Chorus London and Aeolian Hall Performing Art Centre's social media accounts are considered organization accounts, not individual accounts. Approved staff, board members, committee members, and/or volunteers organize social media accounts as a part of a communications team. The accounts are checked during regular office hours. Approved team members are responsible for responding to criticism, inaccuracy or misrepresentations. Approved team members will use appropriate resources to thoroughly investigate any complaints to Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men's Chorus London and Aeolian Hall Performing Art Centre and its employees, Board/committee members and program participants and volunteers as well as honouring any of their own mistakes on social media and correcting them as soon as possible.



All employees, Board members, committee members and volunteers with personal social media accounts are encouraged to participate in any Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men's Chorus London and Aeolian Hall Performing Art Centre's social media campaign(s) by liking and sharing materials posted on organization accounts.

Personal Social Media Guidelines

Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men's Chorus London and Aeolian Hall Performing Art Centre's employees, Board members, committee members, program participants and volunteers who maintain personal social media pages or accounts are required to comply with the following guidelines as they relate to their association with Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men's Chorus London and Aeolian Hall Performing Art Centre. Employees, Board members, committee members and volunteers will be held accountable for what they write or post on social media or Internet pages. Inflammatory comments, unprofessional remarks, or disparaging remarks made about the organization, its employees, patrons, members, volunteers or community partners may result in disciplinary action, up to and including termination (including those posts, remarks, etc that exist prior to employment with the organization).

This policy is not intended to interfere with the private lives of our staff, Board members, committee members or volunteers, or to impinge on their right to freedom of speech. This policy is designed to ensure that Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men's Chorus London and Aeolian Hall Performing Art Centre's image and branding are maintained. Employees, Board members, committee members and volunteers should follow the guidelines below when making posts or comments on any social media site whether it is public or private:

1. Employees, Board members, committee members, program, participants and volunteers are expected to conduct themselves professionally both on and off duty. Where an employee, Board member, committee member or volunteer publicly associates with the Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men's Chorus London and Aeolian Hall Performing Art Centre, all materials associated with their page may reflect on the organization. Please be



advised that inappropriate comments, photographs, links, etc., should be avoided and/or removed.

2. Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men's Chorus London and Aeolian Hall Performing Art Centre employees may not use the organization's email address or their work email address on personal online accounts or social media unless given approval to do so. Employees who have been given permission to use the Aeolian Hall Musical Arts Association, El Sistema Aeolian and Aeolian Hall email address must remove it within 24 hours of termination or upon resignation.
3. Posts (constructed or maintained during or before the period of employment) involving the following will not be tolerated and could subject the individual to disciplinary action including termination of employment and/or involvement:
 - Proprietary and confidential organization/program information
 - Any discrimination such as race, ancestry, place of origin, religion, marital status, family status, physical or mental disability, gender, sexual orientation, age, criminal conviction, political belief and lawful source of income
 - Sexual innuendos, discriminatory statements, and/or defamatory statements regarding the organization, co-workers, management, employees, Board members, committee members, volunteers, funders, patrons and/or community partners
4. Employees, Board members, committee members, and volunteers that use these sites are prohibited from distributing any private organizational information therein, or any negative comments regarding the organization.
5. Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men's Chorus London and Aeolian Hall Performing Art Centre staff, Board/committee members and program participants are prohibited from speaking on behalf of the organization, releasing confidential information, releasing news or communicating as a representative of the organization, without prior authorization to act as a designated Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men's Chorus London and Aeolian Hall Performing Art Centre representative, or unless already released on organization's personal social media.



6. Use of personal social media may not conflict with any of Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men's Chorus London and Aeolian Hall Performing Art Centre existing policies.
7. Employees are prohibited from using personal social media during regular working hours; employees should limit its use to official breaks, (i.e. meal breaks). The use of social media should not have a negative impact on user productivity or efficiency. As internet access at Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men's Chorus London and Aeolian Hall Performing Art Centre is monitored, please be advised that excessive use of social media for personal reasons is a misappropriation of company time and resources and may be subject to disciplinary action.
8. Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men's Chorus London and Aeolian Hall Performing Art Centre policies governing the use of copyright materials, corporate logos and other forms of branding and identity apply to electronic communications. Employees, Board/committee members, and volunteers are prohibited from using any Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men's Chorus London and Aeolian Hall Performing Art Centre protected materials (copyright material, branding and/or logo(s)) without prior express written permission.
9. Aeolian Hall Musical Arts Association, El Sistema Aeolian and Aeolian Hall strictly prohibit the use of company/program owned computer resources for use in the illegal download or upload of copyright materials without express written permission and authorization from the copyright holder.
10. Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men's Chorus London and Aeolian Hall Performing Art Centre wants to ensure employees, Board members, committee members, and volunteers understand that the information posted to the internet is permanent and not anonymous. Everything written on the web can be traced back to the person who wrote it. Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men's Chorus London and Aeolian Hall Performing Art Centre strictly prohibits employees to post or link to any materials that are defamatory, harassing or indecent.



11. Employees, Board members and committee members, and volunteers are not to respond to patron/community partner inquiries or comments unless it is a part of their job duties with Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men’s Chorus London and Aeolian Hall Performing Art Centre.

Employees, Board/committee members, and volunteers should abide by these guidelines whether they mention Aeolian Hall Musical Arts Association, El Sistema Aeolian, Pride Men’s Chorus London and Aeolian Hall Performing Art Centre by name or not. Even if the name is not mentioned in a post, it is possible a connection can be made back to the organization that can negatively affect the organization’s reputation. Where a link can be made between a negative or inflammatory post and the organization, even if not named directly, the employee, Board/committee member, or volunteer may be subject to disciplinary action. Any employee, Board/committee member or volunteer who fails to follow the guidelines set out in this policy may be subject to disciplinary action, up to and including termination of employment or involvement with the organization.

*Adapted from the following sources:

- Palace Theatre
- London CARES Social Media Policies
- CAMH Social Media Rules of Engagement
- Elgin St. Thomas Public Health Policies & Procedures-Staff Participation in Social Media

REVIEWED & ACCEPTED

NAME,

ROLE

Date (MM/DD/YYYY)