



MUSINC Digital and Social Media Policy

This policy covers websites and social media owned and controlled by Musinc. Links to any other websites and any information collected by these sites are not covered by this privacy statement. Since we do not control those websites, we encourage you to review the privacy policies of these third party sites.

Definition of terms

Musinc staff

This is the musical inclusion manager, project coordinator and the marketing, media and digital content coordinator.

Practitioner

A practitioner is someone who is engaged via musinc in a self-employed capacity to deliver inclusive arts and music activities for people of all ages in community settings.

Young person

Anyone under the age of 18

Purpose of policy

This policy sets out:

- Why we want and need to connect with people via social media
- How we manage and monitor our social media sites to ensure that our communications with people via social media is safe (for MUSINC staff, young people and self-employed practitioners)

Why do we use social media?

In order for musinc to meet its intended outcomes for delivering arts and music activities to people in challenging circumstances, it is necessary to communicate with people in a way that they feel comfortable with and can relate to i.e. using social media. We use social media for the following reasons:

- To communicate additional opportunities to existing participants of our programmes
- To strengthen the existing engagement levels for people in addition to the offline work of our programme
- To extend our opportunities to reach potential new participants and networks
- To allow people to communicate with their arts and music leaders regarding activity in a safe and controlled way.



How we manage and monitor our sites

All sites will be managed centrally by musinc staff, who will oversee all interaction taking place on the site and within groups.

Settings

- If practitioners are engaged with musinc social media, they must ensure that their own personal and professional pages are either private, or that content on their pages/sites is appropriate for young people under the age of 18 to view.
- For musinc's open sites/pages, these will be visible to the general public and open for general public to find, including allowing people to 'like' or 'follow'.
- Content posted on musinc sites/pages is done centrally by musinc staff and will always be relevant and appropriate to our programme and its intended outcomes.
- Musinc's settings on all sites/pages/groups prohibit the use of inappropriate language and profanities. If people use language that is deemed inappropriate we will address this and allow three incidents before prohibiting a person from engaging on the sites/pages/groups, provided that the incidents are mild/moderate use of inappropriate language. Any use of severely inappropriate language will result in the person being banned from accessing the site/page/group.
- Decisions around the appropriate action to be taken in the event of inappropriate behaviour on musinc social media sites/pages/groups lies with musinc staff.

Communications

- General public are permitted to view and comment on all posts from musinc.
- The private message function is turned on so that general public can contact Musinc this way, and messages are dealt with by Musinc staff only and within working hours only
- All comments will be monitored by musinc staff, and will be responded to by musinc staff.
- If any comment or message is deemed inappropriate or offensive in any way it will be removed immediately.
- Any individual (including young people, practitioners and general public) who uses inappropriate language three times will be banned from accessing site/page/group.
- Musinc practitioners and young and/or vulnerable people must not 'be-friend' each other's profiles outside of musinc's groups or pages.
- If a practitioner has a public professional page, a young and/or vulnerable person may 'like' or 'follow' their page for reasons of musical interest.
- If a young and/or vulnerable person sends a friend request to a practitioner outside of the musinc sites, the practitioner must not accept the request and must inform musinc immediately
- No private messages must be exchanged between young and/or vulnerable people and practitioners. If a young and/or vulnerable person sends a private message to a



practitioner, the practitioner must inform musinc immediately and musinc will contact the young and/or vulnerable person to remind them of the communications protocols.

- Private messages that are sent through musinc sites will be responded to by musinc staff responsible for monitoring the sites. If the query needs to be answered by a practitioner, musinc will inform the practitioner of the message and the practitioner will provide a response which will be posted by musinc staff.
- Practitioners will not instigate conversations with young and/or vulnerable people via social media, or post anything on their own pages/walls. If direct contact with a young and/or vulnerable person is needed for the purposes of the musinc programme, this must be done via the appropriate other channels (e.g. email or phone call to parent/guardian/support staff)

General online behaviour

- Musinc staff or practitioner will not 'trawl' through news feeds, posts or comments to find information about young and/or vulnerable people, and will only deal with interactions on the musinc page.
- Musinc staff and practitioner will not use inappropriate language when posting or communicating with people via social media.
- Musinc staff and practitioner will consider the timing of posts and responses to comments/messages, and will not respond at inappropriate times (e.g. late at night or during public holidays) unless absolutely necessary.
- All content posted by musinc staff and/or practitioners is relevant to the musinc programme or the wider opportunities within the music/arts sector. Musinc staff and/or practitioner will ensure that wherever possible, all communications are relevant and necessary.

Musinc's closed facebook group for participants of musinc activity.

- The group is visible to allow people to find the group, however the privacy settings of the group are set to 'private'
- Anyone can request to join the group.
- 'Membership questions' are enabled so that when someone requests to join the group, they must answer the question to verify that they are an existing participant of a musinc activity.
- Only existing musinc participants will be permitted to join the group, and must be known by at least one of the musinc practitioner who can verify the person.
- The request will come through to a member of musinc staff who will accept or deny.



- 'Rules' are enabled which state that the group will be closely monitored by musinc staff and that it will operate in line with musinc's safeguarding and social media policy.
- Only people over 13 years of age will be permitted to join the closed group.

Disclosure

- As with any offline disclosure, musinc staff and music leaders will adhere to musinc's safeguarding policy (see separate policy document)

Privacy

- Musinc will not store any personal information that is disclosed from social media interactions
- Musinc may record copies of posts, comments and conversations if it is deemed necessary to do so for either safeguarding purposes or as evidence to our funders for delivery of our programme e.g. to evidence discussion around musical inclusion or evidence of consultation with young people to improve our service delivery.
- You may request access to these records at any point unless the reason they have been stored relates to a safeguarding concern in which case this will be kept strictly confidential to anyone other than those involved in the incident.

We are committed to using social media as ethically and effectively as possible to offer great service provision to people, in particular young people. As such, we will discuss and regularly review this policy and the challenges and examples of good practise associated with it, in order to continually add to our knowledge and skills as a team and ensure safe online interaction between our programme and the people it serves.