



# Musinc Social Media Policy

This policy covers social media platforms owned and controlled by Musinc.

The policies linked below cover Musinc's website.

- For information about how we collect and store personal data, and the cookies we use on our website, please see [Musinc's GDPR Privacy Notice](#).
- For information about the accessibility of our website, please see our [Website Accessibility Statement](#).

## 1. Context

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

Musinc currently has social media accounts on: Facebook, Instagram, LinkedIn and YouTube.

## 2. Why do we use social media?

Musinc use social media platforms for the following reasons:

- To connect with people through less formal communication platforms
- To share media (photos and videos) from our activities
- To share information about our current programme, including providing updated information for existing participants of our activities
- To communicate additional opportunities to existing participants
- To reach potential new participants and networks
- To allow people to communicate with the Musinc team

Musinc ensures that all content on our social media platforms is relevant to our current programme or to wider opportunities within the music and arts sector.

## 3. How we manage and monitor our social media

Musinc's social media platforms are overseen by the following Musinc core staff:

- Musinc Marketing, Media and Digital Content Coordinator
- Music Inclusion Manager



## 2.1 Settings

- Musinc's social media platforms are visible to the public to find, to 'like' or 'follow' pages, and to view and comment on posts.
- Content on Musinc social media platforms is posted by Musinc core staff and will always be relevant and appropriate to our current programme and its intended outcomes.
- The private message function is turned on so that people can contact Musinc with general enquiries.
- Musinc recommend that all staff and practitioners ensure their personal social media pages are set to private. We also suggest that content on practitioners' professional pages is appropriate for young people under the age of 18.

## 2.2 Communications

- All posts, comments and messages will be monitored and responded to by Musinc core staff, during working hours.
- Musinc do not tolerate the use of inappropriate language and profanities. Where possible language filters are in place. In the event of inappropriate language or behaviour on Musinc social media platforms action will be taken by the Musinc core staff.
- Any individual (including young people, practitioners and general public) who uses inappropriate language three times will be blocked by the relevant platform and will be unable to post or comment. Any severe use of inappropriate language and the individual will be immediately blocked by the relevant platform.
- Posts or comments containing inappropriate language will be deleted or removed.

**[Musinc's Safeguarding Policy](#) sets out our protocols around online communication between Musinc staff, practitioners and participants.**

## 2.3 Closed Facebook groups for participants of Musinc activity.

- Musinc's groups are set to 'Visible' – anyone can find the group – and 'Private' – only group members can see who is in the group and what they post.
- 'Membership questions' are enabled to support the Musinc core staff to verify requests from participants or their parents/guardians to join Musinc groups.
- Only people over 13 years of age will be permitted to join our closed groups.
- Only existing Musinc participants or their parents/guardians will be permitted to join the group. Participants or their parents/guardians who stop attending Musinc activities will be removed from the group.
- All posts to, or edits to posts in, Musinc's groups must be approved by Musinc core staff.
- '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 policies.



## 2.4 Disclosure

- As with any offline disclosure, Musinc staff and music leaders will adhere to [Musinc's Safeguarding Policy](#)

## 2.5 Privacy

- Musinc will not seek information via social media on any person's personal account and will only interact with participants in response to a query. Musinc may ask for a person's contact details to follow up on an enquiry received through one of our social media platforms.
- Musinc may record copies of posts, comments, and conversations if it is deemed necessary to do so for either safeguarding purposes or as anonymised evidence to our funders e.g. to evidence discussion around musical inclusion or evidence of consultation with public to improve our offer. 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.

**This policy is discussed and reviewed annually to ensure best practice and to promote safe online interactions for those engaging with Musinc's social media.**

**If you have any questions or concerns about this policy, please contact [musinc@middlesbrough.gov.uk](mailto:musinc@middlesbrough.gov.uk)**

**If you have a safeguarding concern please contact our Designated Safeguarding Officer, Samantha Knight ([Samantha\\_knight@middlesbrough.gov.uk](mailto:Samantha_knight@middlesbrough.gov.uk))**