



City of Bristol Brass Band with City of Bristol Brass Band Learner Band SOCIAL MEDIA POLICY

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1) Introduction

Social media is the term commonly given to website and online tools which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests. Social media involves building communities or networks, encouraging participation and engagement.

Social media encompasses Facebook, X, YouTube, Instagram, WhatsApp, TikTok, SnapChat, Wikipedia, podcasts, emails, texts etc.

The growing popularity of social media has attracted the attention of organisations and individuals as these platforms can open up new opportunities for communication. The opportunities are indeed there and City of Bristol Brass Band, with Learner band, (CoBBB) itself utilises social media as a means of communication and to promote the organisation.

However, as well as the opportunities there can be pitfalls for example, where inappropriate comments or images are posted that cause offence or more seriously bring claims of defamation and libel.

The following guidelines are there to provide you with information to make responsible decisions and to get the best out of the tools available.

2) CoBBB's use of social media

- a) Website - CoBBB has a website www.CoBBB.co.uk which has content such as news and photos.
- b) Facebook page - We also have a Facebook page <https://www.facebook.com/cityofbristolbrassband> for publicising CoBBB news and events to as wide and public an audience as possible. Again we would encourage members who use Facebook to 'like' the page and 'share' content with as many other Facebook users as possible.
- c) Twitter page - CoBBB has a Twitter page @bristolbrass for publicising news and events. Members who use Twitter are encouraged to 'follow' this page to keep up to date and publicise the band.
- d) Instagram – CoBBB has an Instagram page @cityofbristolbrassband for publicising news and events. Members who use Instagram are encouraged to 'like' what they see and to 'follow' the page to keep up to date with events past and future.
- e) Facebook group – CoBBB also uses Facebook as a means of communication to band members and its supporters which is done under the "City of Bristol Brass Band" Facebook group facility. This is a closed group meaning participants need to be invited to join the group in order to gain access to these communications and to make postings or comments. Please contact the PR member of the committee if you would like to be invited to join this group.

As this facility does allow participants to post items and make comments, all postings and comments are vetted for appropriateness before appearing live on Facebook. However it is still important that you follow the policies and guidelines outlined in this document when using this facility.

- f) WhatsApp – CoBBB has an invitation-only account for current band members to exchange light-hearted conversation and also key information about arrangements, car parking at venues and so on. When a band member leaves the band, they are removed from the account.
- g) Emails and Texts - Emailing is the key method of electronic communication between, primarily the committee and CoBBB members. Occasionally texts may also be used as a means of communication particularly if out at an event.

As emails in particular can have a habit of unintentionally being forwarded to unintended recipients due regard should be given to the policies and guidelines when using email. Particular care should be taken if you need to communicate anything that may be of a sensitive or private nature. If you do receive an email that contains content of sensitive or private nature that is clearly not intended for you please do the respectful thing and delete it immediately unless you consider it

to be a matter of serious concern in which case please raise this privately with the CoBBB Chairperson or another appropriate member of the committee.

- h) Muzodo – CoBBB now has a Muzodo account, which is by invitation only and is a safe, secure way to keep members details and to inform them about upcoming rehearsals, sectionals, concert dates and social events. Only a few of the committee have administration rights; the main membership only has access to box ticking their availability for events as they arise.

3) Principles

These principles apply to your participation in the social media used by CoBBB and any other social media you use in your own private capacity in the context of you being a member of City of Bristol Brass Band (CoBBB) and set out the standard of behaviour expected in representing CoBBB. You should participate in the use of social media in the same way as you would with other media or public forums such as giving public presentations or speaking at public events.

We encourage positive representation and promotion of CoBBB and therefore welcome members with building upon this through use of social networking websites. You are representing CoBBB and we trust you to act accordingly.

4) Guidelines

Information published online can be accessed around the world within seconds and will be publicly available for all to see. Even information that was originally only intended to be seen by a select number of recipients has the potential to be shared, re-quoted or reposted including on other social networking sites. Comments on social media can remain in the public domain for a considerable length of time.

As a member of CoBBB you MUST consider the following when using social media.

- You must ensure that your social media activities do not cause offense/harm to CoBBB or any of its members.
- Any photo's or posts that you wish to add to the CoBBB Facebook group will need to be authorised by one of the administrators first.
- No videos or recordings of CoBBB should be put on any social media website without permission from the Committee of CoBBB.
- Social media should be used for positive comments about CoBBB; please do not get into discussions about problems other bands are having, issues with individuals in other bands, contest results, adjudications or anything that could be detrimental to CoBBB.
- If asked by the CoBBB Committee you should remove any posts that they consider to be inappropriate or they deem to be harmful to the reputation of CoBBB. Failure to do so could result in disciplinary action.

- Enjoy social media, it is a great way to spread the news about the wonderful organisation we all belong to.


5) CoBBB's duty to its members

If you have been adversely affected by comments or images that have appeared on any forms of social media in connection with your membership of CoBBB or you are concerned that comments or images on any forms of social media cause offence/harm to CoBBB or any of its members then please raise this with the CoBBB chairperson or another appropriate member of the CoBBB committee at the earliest opportunity. We will endeavour to rectify the situation.

Monitoring and review

These guidelines will be reviewed every year.

Signed by (Print):Sara Curtis.....

Signed by (Signature):  (Chair, City of Bristol Brass Band)

Date: 10th July 2024.....