



The Brockville Theatre Guild

P.O. Box 474, Brockville Ontario K6V 5V6

Social Media and Web Presence Policy

The Brockville Theatre Guild engages volunteer members and the public participating in theatre and dramatic art events in the City of Brockville and surrounding region through email, social media including Facebook, Instagram and a hosted web page.

This Social Media and Web Presence Policy of the Brockville Theatre Guild explains the governance, content guidelines and approval practices to ensure an enjoyable, fair and transparent experience for everyone.

Policy Objectives

The online presence of the Brockville Theatre Guild serves to promote activities of the organisation and also of members participating in theatrical and/or musical arts in the city of Brockville and surrounding region in a manner that is consistent with the mission, mandate and articles of incorporation.

The Brockville Theatre Guild supports online communication among members and guests that is free from harassment, discrimination and other negative behaviour.

Governance

1. In support of the social media and web-presence policy objectives, the board of directors will appoint a director as the corporate officer responsible to maintain, monitor and report on The Brockville Theatre Guild social media and web-presence activities. This corporate officer will:
 - a. Assume full administrative control, including assigning and maintaining log-in credentials for authorized individuals of all social media and web-presence tools. This includes:
 - i. BTG Webpage (www.brockvilletheatreguild.ca);
 - ii. BTG Email accounts (Brockvilletheatreguild@hotmail.com & Brockvilletheatreguild@gmail.com);
 - iii. BTG Facebook Group;
 - iv. BTG Instagram account.
 - b. Maintain registrations, arrange renewals and payment of fees;
 - i. Ensure that all content management settings are enabled thereby requiring permission to post and maintain full editorial control.
 - c. Subject to discretion, may delegate responsibility for monitoring and maintenance to member volunteers who will help maintain social media and webpages.
 - d. Upon completion of the tenured term of office, transfer administrative control to the next appointed social media and web-presence administrating officer.
2. The Producer and Director of all The Brockville Theatre Guild events or theatrical presentations are always delegated responsible for monitoring and enforcing this policy.



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Acknowledgment

3. All volunteer members, including those appointed to a position on the Board of Directors, will acknowledge and accept this Social Media and Web-Presence Policy on an annual basis as part of the membership application and renewal process; and/or when signing The Brockville Theatre Guild Code of Conduct & Harassment Policy and the Production Code of Conduct prior to participating in any production or event.

Approved Content

The Brockville Theatre Guild (BTG) exercises control and supports fair governance by approving and sharing social media and web-presence content that:

4. Relates to, or promotes official, sponsored activities or gatherings of the BTG and member; and/or,
5. Involves one or more members of the BTG participating in theatre, or dramatic art activities anywhere; and/or,
6. Highlights theatre and dramatic arts in Brockville or surrounding communities which may be of interest to members of the BTG;
 - a. However, social media and web-presence tools shall not be used to promote businesses or commercial ventures (i.e. serve as an advertising platform by repetition or static exposure) except by prior arrangement (e.g. corporate sponsorships, fundraising campaigns etc...).

Approval Process

7. The Brockville Theatre Guild (BTG) supports an up-front acknowledgement upon joining, then applies an informal person-to-person approach by verbally seeking permission to capture and share photographs and/or video or audio recordings for social media and web-presence content during meetings and social gatherings; and/or before or after rehearsals and presentations of official events and productions.
8. Members of the Brockville Theatre Guild must seek permission of the appointed Director for Social Media and Web-Presence, and/or the Producer of the event or production before posting any photograph and/or video or audio recording of any rehearsal or presentation of any licensed material, including any costumes or set, to ensure The Brockville Theatre Guild adheres to production licencing agreements and promotion schedules.
9. The placement and/or use of hidden or disguised recording devices, and/or the surreptitious photography, video or audio recording of any part or the whole of any meeting, rehearsal, presentation or official social gathering of the members of The Brockville Theatre Guild is strictly prohibited.