



A registered charity for public benefit, to preserve and protect good health among people with dementia their families and carers particularly, but not exclusively through the provision of a choir

Head Office: Jordan House, 47 Brunswick Place, London N1 6EB

Registered Charity Number: 1187483



Social Media Policy – Version A

26 July 2022

This Policy shall provide the norms and standards that Our Dementia Choir requires from everyone involved with the choir such as trustees, choir leaders, members, chaperones, volunteers, supporters, and all other individuals working within or on behalf of ODC (hereafter collectively referred to as ‘the Choir’), when using social media. This will provide the outline of circumstances in which Our Dementia Choir’s management and administration team shall monitor the Choir’s use of social media and the corresponding actions to be taken in cases of breaches in the terms and conditions laid out in this Policy.

Scope

The scope of this policy covers all individuals affiliated with the Choir, working at all levels and grades, which specifically involves the following: trustees, choir leaders, directors, managers, administrative staff members, consultants, contractors, and volunteers.

Policy Guidelines

WEB-BASED SOCIAL NETWORKING SITES MANAGEMENT

The following states the provisions of using the Choir’s web-based social networking sites:

1. The permission to post Choir materials and respond to the communications related thereto, on social media websites, under and on behalf of the Choir’s name is given only to the people under the charity management and admin team
2. All promotions and communications related to the Choir’s products and services can be made only by roles assigned under the charity management and admin team
3. All activities to be made on the social media channels for and on behalf of the Choir, under its name shall and should undergo the formal approval process. The responsibility of approving all requests for social media activities shall solely belong to the Charity Manager.



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PERMITTED USES OF WEB-BASED SOCIAL NETWORKING SITES

The Choir permits the use of web-based social networking sites under the following conditions:

1. The charity management and admin team shall participate and interact on duly authorised and approved web-based social networking sites only, and shall be limited to work-related purposes, industry developments, and regulatory issues.
2. Prior to and subject to the use of Choir-related web-based social networking sites, every person in the charity management and admin team must and is expected to read and understand this Policy and acquire prior approval in writing.
3. The Choir's web-based social networking sites must neither be abused nor overused. Further, the Choir reserves the right to withhold or ultimately withdraw any and all permission anytime and at its own discretion.


THE CHOIR'S ONLINE SOCIAL MEDIA ACCOUNTS

1. All the Choir's official and duly authorised social media accounts shall be clearly identified by using the Choir's brand name and logos in a manner to be duly determined by the Choir.
2. All employees who manage the Choir's official and duly authorised social media accounts shall ensure that the passwords and other information for access controls are kept secure. In no event shall the passwords and other information for access controls be given to unauthorised persons.
3. The content of the Choir's official and duly authorised social media accounts and all associated and incorporated intellectual property rights therein belongs solely to the Choir.

This policy was adopted by the trustees on 26 July 2022
The next review date is on or before 1 September 2023



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