



South West Brass Band Association Ltd Social Media Policy

Introduction

The South West Brass Band Association Ltd (SWBBA) is committed to promoting a positive image and environment for all its members and affiliated bands. This Social Media Policy provides guidelines for responsible and respectful use of social media to protect the interests and reputation of the SWBBA, its members, and affiliated bands.

Purpose

The purpose of this policy is to outline acceptable use of social media for all members and affiliated bands of the SWBBA. It aims to ensure that social media is used in a way that is respectful, responsible, and compliant with all relevant laws and organizational standards.

Scope

This policy applies to all members of the SWBBA, including individual members, band representatives, and any other participants or stakeholders associated with SWBBA activities and events. It covers all forms of social media, including but not limited to Facebook, Twitter, Instagram, YouTube, LinkedIn, TikTok, blogs, forums, and other online platforms.

Guidelines

- **Respect and Responsibility**

Always be respectful and courteous when engaging in any form of social media.

Do not post content that is offensive, defamatory, discriminatory, or otherwise harmful to any individual or group.

Respect the privacy and confidentiality of others. Do not share personal information without consent.

- **Representation of the SWBBA**

Ensure that your posts accurately reflect your personal views and not those of the SWBBA, unless you are officially authorized to speak on behalf of the Association.

Clearly distinguish personal opinions from official statements of the SWBBA.

- **Confidential Information**

Do not share confidential or proprietary information about the SWBBA, its members, or its affiliates.

Respect all confidentiality agreements and intellectual property rights.

- **Posting of Performances and Images**

The posting of performances and images from designated public venues is strictly prohibited. This policy is in place to avoid conflicts with contest and venue conditions.

Members and affiliated bands must adhere to all guidelines and restrictions related to the recording and sharing of performances and images as stipulated by contest and venue agreements.

Unauthorized posting of such content may result in disciplinary action by the SWBBA.

- **Conflict of Interest**

Avoid any activity or post that could be perceived as a conflict of interest or that could harm the reputation and interests of the SWBBA.

- **Compliance with Laws and Regulations**

Adhere to all relevant laws and regulations governing social media use, including copyright, data protection, and privacy laws.

Respect the terms of service and community guidelines of the social media platforms you use.

- **Reporting Violations**

Any suspected violations of this policy should be reported to the SWBBA Social Media Officer or another designated official.

All reports will be investigated promptly and confidentially.

Enforcement

Violations of this Social Media Policy may result in disciplinary action, up to and including termination of membership or affiliation with the SWBBA. The severity of the action will depend on the nature and impact of the violation.

Review and Amendments

This policy will be reviewed annually and amended as necessary to ensure it remains relevant and effective. Members and affiliated bands will be notified of any changes to the policy.

Contact Information

For questions or further information regarding this policy, please contact:

South West Brass Band Association Ltd

Email: secretary@swbba.com

Tel: 07498 254402

By following this policy, members and affiliated bands can help ensure that social media is used constructively and positively, reflecting the values and mission of the South West Brass Band Association Ltd.