



WOODLAND PRODUCTIONS
KETTLE FALLS, WA
SINCE 1984

Social Media Policy

Introduction

Woodland Productions recognizes the significance of social media in the digital age as a platform for communication, engagement, and promotion. This Social Media Policy is designed to provide guidelines and expectations for all members, including board members, volunteers, and staff, regarding the responsible and effective use of social media while fostering a positive and respectful online community. This policy specifically prohibits disparagement of other members of the board and community, and speaking on behalf of the board without prior approval.

1. Professionalism and Respect

All members are expected to conduct themselves in a professional and respectful manner on social media platforms. Disparagement, derogatory comments, or negative characterizations of other board members, volunteers, staff, or community members are strictly prohibited.

2. Speaking on Behalf of the Board

No individual member may speak on behalf of the board or represent the theater's official position on social media without prior written approval from the Board of Directors or its designated representative. Official statements and communications must be coordinated to ensure accuracy and consistency.

3. Confidentiality

Members must not disclose confidential or sensitive theater-related information, including financial details, internal discussions, or proprietary information, on personal social media accounts.

4. Consistency with Theater Values

All social media activity should align with the theater's values, mission, and vision. Posts and comments should promote and support the theater's goals and objectives.

5. Avoiding Conflicts of Interest

Members should avoid engaging in activities or expressing opinions on social media that could create a conflict of interest or the appearance of one. Any potential conflicts of interest should be disclosed as required by theater policies.

6. Respect for Intellectual Property

Members must respect intellectual property rights, including copyrights and trademarks when posting content on social media. They should ensure they have the necessary permissions or licenses for any content they share.

7. Avoiding Controversial or Polarizing Topics

Members should exercise caution when discussing controversial or polarizing topics on social media, especially when their personal views could be misconstrued as representing the theater's position.

8. Reporting

Members should promptly report to the Publicity Chairperson any concerns related to social media activities that may violate this policy; The chairperson will give the designated response.*

9. Consequences of Violation

Violation of this Social Media Policy, including disparagement of other members and speaking on behalf of the board without prior approval, may result in appropriate disciplinary action, including but not limited to warnings and/or suspension. (see conflict resolution policy)

Conclusion

By adhering to this Social Media Policy, members can contribute to a positive and respectful online presence for Woodland Production, protect its reputation, and effectively promote its mission through social media channels.

***Publicity Chairperson's Designated Response:**

Thank you for bringing your concerns to our attention. We take all feedback seriously and are committed to addressing the issues you've raised. Your complaint will be forwarded to our Conflict Resolution Subcommittee, who will thoroughly review the matter and contact you to work towards a fair resolution.