



# USE OF SOCIAL MEDIA POLICY

**Purpose** - The purpose of this policy is to provide guidelines for the appropriate use of social media by employees and contract workers at the Thousand Islands Playhouse. This policy aims to protect the company's reputation, ensure legal compliance, and foster a positive environment.

**Scope** - This policy applies to all employees, contract workers, board members, students and volunteers at the Thousand Islands Playhouse. It covers all social media platforms, including but not limited to, Facebook, X, Instagram, LinkedIn, YouTube, TikTok, blogs, and any other online platforms used for social interaction.

## **General Guidelines**

**Be Respectful:** Treat others with respect, whether communicating internally or externally. Harassment, discrimination, and hate speech will not be tolerated.

In order to create a safe, positive and engaging environment for all users on our accounts, we ask all users to treat each other with civility. We understand the world of discourse comes with disagreements. However, all conversations must be rooted in respect at all times. Harassment, insults, threats of other users will not be tolerated.

We reserve the right to delete any comment or post that is defamatory, racist, homophobic, sexist, xenophobic, vulgar, inappropriate, or encourages violence.

**Confidentiality:** Do not share confidential or proprietary information about the company, our productions, partners, or collaborators. This includes unpublished scripts, production schedules, financial data, and any other sensitive information.

**Accuracy:** Ensure any shared information is accurate and reflective of the truth. Misleading or false statements that could harm the company or its reputation are prohibited.

**Disclosure:** If discussing theatre-related topics, clearly state that your opinions are your own, not those of the Thousand Islands Playhouse. Use disclaimers such as, "The views expressed are my own and do not reflect the views of TIP."

**Protect the Brand:** Avoid posting content that may harm the company's image, including but not limited to offensive, defamatory, or inappropriate content. Do not create your own marketing or promotional material or graphics for the company's projects.



## **Personal vs. Professional Use**

**Personal Social Media Use:** Employees are free to use social media during personal time. If your affiliation with the Thousand Islands Playhouse is mentioned, make sure it's clear that you are expressing personal views, not representing the company.

**Professional Social Media Use:** If you are authorized to post on behalf of the company, all content must align with the company's voice, values, and artistic integrity.

## **Guidelines for Addressing Contentious Issues**

**Political and Social Commentary:** Employees are encouraged to approach political or social topics with care. Ensure that your personal opinions do not suggest that TIP endorses a specific viewpoint.

**Prohibited Content:** Do not post or share content containing hate speech, threats, harassment, or discriminatory language based on race, gender, religion, sexual orientation, or any other protected characteristic.

## **Compliance with Legal Requirements**

**Data Protection:** Follow Canadian data protection regulations and do not share personal data of employees, patrons, or collaborators without consent.

**Intellectual Property:** Respect copyright and intellectual property laws, particularly regarding scripts, music, choreography, and other creative works within the theatre space.

## **Reporting and Enforcement**

**Reporting Violations:** If you notice or suspect violations of this policy, report them to your supervisor or the HR department. All reports will be treated confidentially and investigated appropriately.

**Consequences of Violations:** Failure to comply with this policy may result in disciplinary action, including but not limited to termination of employment or contract. The severity of the action will depend on the violation's nature.

## **Contact Information**

For questions regarding this policy or clarification, please contact the Marketing Manager, Kendra Deen - [kendra@1000islandsplayhouse.com](mailto:kendra@1000islandsplayhouse.com)