

**CAMPUS THEATRE / THEATRE DENTON  
COMMUNICATIONS AND SOCIAL MEDIA POLICY**

**Communications Policy for Employees**

All requests for comment from the media regarding THEATRE DENTON should be referred to the Managing Director. Employees must not purport to speak for Theatre Denton in any public forum or social media post. Only an authorized Theatre Denton representative may speak on behalf of the organization.

Employees should refrain from addressing negative comments about the organization on social media as a THEATRE DENTON employee. All official responses to negative social media comments should be handled by the Managing Director as directed by the Governing Board.

Facebook, Twitter, Instagram, Snapchat, and other social media are powerful but potentially dangerous tools. Employees are encouraged to use their personal social media accounts to help advertise, promote, and market the theatre and its productions in a positive manner. As an employee, you are encouraged to follow and participate in our social media platforms.

When posting about the theatre or production on public forums, posts should be positive and respectful, keeping in mind that words, pictures, videos, and/or audio files are permanent and can become public. As an employee representing the organization, keep in mind the following guidelines:

- a) Use common sense and good judgment when posting information via social media
- b) Respect all policies and guidelines, including use of contract-specific or copyrighted images
- c) Be sensitive about revealing “surprise” elements of a production
- d) If you’re not sure if something is safe to post, you probably shouldn’t post it
- e) If you are posting regarding a personal opinion (political preferences, etc.) please avoid language that would represent you as an employee of THEATRE DENTON.

THEATRE DENTON is committed to providing a safe and respectful online experience for everyone.

**Communications Policy for Board Members**

All requests for comment from the media regarding Theatre Denton should be referred to the Managing Director. Individual Board Members must not purport to speak for Theatre Denton in

any public forum or social media post. Only an authorized Theatre Denton representative may speak on behalf of the organization.

Please refrain from addressing negative comments about the organization on social media. All responses to negative social media comments should be handled by the Managing Director as directed by the Governing Board.

Facebook, Twitter, Instagram, Snapchat, and other social media are powerful but potentially dangerous tools. Governing and Production Board members are encouraged to use all types of social media to help advertise, promote, and market the theatre and its productions in a positive manner. As a theatre Board member, you are encouraged to follow and participate in our social media platforms.

When posting about the theatre or production on public forums, please keep your posts positive and respectful. Remember, everything that is posted, even on a private page, has the potential to circulate out to a wider, public audience. When you are posting on social media please always keep in mind that your words, pictures, videos, and/or audio files are permanent and can become public. You are representing the organization, so please keep in mind the following guidelines:

- a) Use common sense and good judgment when posting information via social media
- b) Respect all policies and guidelines, including use of contract-specific or copyrighted images
- c) Be sensitive about revealing “surprise” elements of a production
- d) If you’re not sure if something is safe to post, you probably shouldn’t post it

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### **Social Media Policy for Volunteers**

Facebook, Twitter, Instagram, Snapchat, and other social media are powerful but potentially dangerous tools. Volunteers are encouraged to use all types of social media to help advertise, promote, and market the theatre and its productions in a positive manner. As a volunteer of the theatre, you are encouraged to follow and participate in our social media platforms. Volunteers must not purport to speak for Theatre Denton in any public forum or social media post. Only an authorized Theatre Denton representative may speak on behalf of the organization.

When posting about the theatre or production on public forums, posts should be positive and respectful since everything that is posted, even on a private page, has the potential to circulate out to a wider, public audience. When posting on social media, volunteers should keep in mind that words, pictures, videos, and/or audio files are permanent and can become public.

The following are some guidelines to consider when you use social media to post about THEATRE DENTON:

- a) Use common sense and good judgment when posting information via social media
- b) Respect all policies and guidelines, including use of contract-specific or copyrighted images
- c) Be sensitive about revealing “surprise” elements of your production
- d) If you’re not sure if something is safe to post, you probably shouldn’t post

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