



## Social Media Policy

### Foreword

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This policy provides guidance for all organization and volunteer use of social media, which should be broadly understood to include, but not be limited to: social networking sites, blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, and other sites and services that permit users to share information with others in a concurrent manner.

Internet and social media activities are considered part of SummerFEST's broader Harassment and Discrimination, and Confidentiality policies.

All SummerFEST social media accounts and their contents, whether set up by an employee, contractor, Board Member or community volunteer, are owned by Sussex Tourism Festival Inc. The SummerFEST logo, Sussex Tourism Festival Inc corporate seal, or their names cannot be used in new online content without the permission of the Board.

### Why this Policy Exists

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Social media can bring significant benefits to SummerFEST, particularly for building relationships with current and potential customers. However, it's important that those who use social media within the organization do so in a way that enhances the organization's prospects. A misjudged status update can generate complaints or damage the company's reputation. There are also security and data protection issues to consider. This policy explains how employees and volunteers can use social media safely and effectively.

### Principles

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The following principles apply to the professional use of social media on behalf of SummerFEST as well as personal use of social media when referencing SummerFEST:

- SummerFEST social media accounts must only be used and created by authorized individuals for the purpose of meeting-defined organizational goals. Account activity should focus upon building stronger relationships with customers and prospects while driving traffic to other digital properties. Strategies include, but are not limited to:
  - Distributing original content pieces such as blog posts, infographics, and product photos
  - Sharing third-party content pieces relevant to company target audiences
  - Promoting special offers, including contests and discounted shows and events
  - Announcing and previewing new products and initiatives
  - Interacting with consumers including responding to customer and prospect questions
  - Monitoring the social web for brand mentions and responding accordingly



- SummerFEST observes content and information made available through social media to ensure that it is neither inappropriate nor harmful to the organization, its workers, customers, and other stakeholders. While not an exclusive list, online commentary, content, or images should not be:
  - Defamatory
  - Pornographic
  - Proprietary
  - Harassing
  - Libellous
  - Of a nature that can create a hostile work environment
- Online communications should not include:
  - Profanity
  - Racial slurs
  - Political affiliation
  - Negativity
  - Anything that is confidential to SummerFEST or to any third party that has disclosed information to the organization

## Acceptable Use

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The following principles apply to **all social media use by employees and volunteers** when referencing SummerFEST events:

- Every effort should be taken to clarify that your opinions are not reflective of the organization and that they are solely your own. Only official SummerFEST channels are authorized to speak on behalf of the organization.
- The first source of information about SummerFEST events and initiative should **always** be through official organization channels. Personal social media accounts should not be used to publish previously unpublished information.
- All information obtained due to your role in the organization shall be considered confidential unless otherwise directed. This includes, but is not limited to:
  - Content of meetings, discussions with the Board, or discussions with other volunteers
  - Event details (date, time, acts) unless already published on official channels
  - Photos and videos of backstage, private, or other areas not accessible to the general public
  - Photos and videos of Festival acts, including selfies you may have taken, without prior permission from the Board