
TORTIVE THEATRE

SOCIAL MEDIA POLICY

All employees, volunteers and those who work with us should be aware that social media has become an integral part of modern life.

Tortive Theatre recognises that social media can be an important part of the company's strategy and online presence. As employees, volunteers or those who work with us you have an important part in ensuring that Tortive Theatre's work and message reaches its audience and social media may form a part of your work with us.

Disclosure

If you decide to disclose that you are working with Tortive Theatre in any capacity (and we would encourage you to do so) please recognise that you are instantly recognisable as a representative of the company. We have developed these guidelines for employees, volunteers and those who work with us should they wish to use their private accounts to promote Tortive Theatre.

1. When posting about Tortive Theatre, its work or products please use the hashtag **#TeamTortive** to let people know that you are affiliated with us. You may also want to link through to us in your biography. This is to ensure that you cannot be accused of misleading members of the public by being misconstrued as an unbiased third party.
2. If you have a vested interest in something you are discussing online, be the first to point it out and be specific about what it is.
3. Be honest about your association with us on social media accounts as well as ensuring that you update your status when/if you cease to be associated with us.
4. Consider using disclaimers such as "All opinions are my own" when using your profile.

Confidentiality

Keeping information about Tortive Theatre confidential is an important part of our marketing and engagement strategy. Leaked information about upcoming projects can affect fundraising applications and support from investors. You will also be privy to information about our audience that should be treated in the strictest confidence and dealt with in accordance with GDPR and Privacy Law Guidelines.

1. Do not post any confidential information on any social media platforms, including Tortive Theatre profiles that you may have access to. If information has not been officially released by Tortive Theatre then please do not discuss it.
2. Anything that you post about Tortive Theatre must be true and not misleading.
3. If you are unsure whether or not to post something, err on the side of caution and don't. It's better to be safe than sorry.
4. If in doubt please talk to either the Artistic Director, Creative or Production Associates who can help you make a decision.

Use Common Sense

While you are associated with Tortive Theatre you are representing us. We are an inclusive company and have no room for prejudice, discrimination or hatred of any kind. This is a 'double edged sword' in that we support and defend your right to free speech and individual beliefs but must also defend our company brand and public image.

If you feel that your personal beliefs will conflict with Tortive Theatre's public image, we advise that you make your social media accounts private and not open to the public.

In many ways it is impossible to legislate for social media use, but we would ask that you be kind, respectful and treat people with the same dignity and respect you would wish to be treated. Try not to worry too much. In reality the vast majority of your social media use will not be problematic and we want you to feel that you can come to us with any concerns or worries in this area.

KEY INFORMATION

Hashtags

Please make use of the following hashtags.

#LiveTheatreLoveTheatre

#TeamTortive

#FlashFiction101

#1001Words

Accounts

Our social media accounts are as follows

Facebook: www.facebook.com/tortivetheatre

Twitter: @TortiveTheatre

Instagram: @TortiveTheatre

LinkedIn: <https://www.linkedin.com/company/tortive-theatre>

CONTACT US

Questions, comments and requests regarding this document are welcomed and should be addressed to admin@tortivetheatre.com

This document was updated on 10th March 2021.

TORTIVE THEATRE

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