

PERTH FESTIVAL

PERTH FESTIVAL POLICY ON SOCIAL MEDIA

Who does this policy apply to? This policy applies to team members using their personal social media accounts when they are engaged with Perth Festival.

What is Perth Festival's policy on Social Media?

Perth Festival embraces the use of social media as a way of communicating, engaging with our audience and promoting our brand.

When a team member is engaged with Perth Festival, they are considered representatives of the Festival. This means that even personal views posted on social media can be linked back to the Festival. We ask that team members keep this in mind and think about the following when posting on social media:

- Is this post in line with Perth Festival's Code of Behaviour?
- If a member of the media saw this post, would it shine a negative light on Perth Festival?
- Is this information available publicly?
- Would you say this out loud in front of the parties you're referencing?

We empower team members to use social media as representatives of the Festival and we trust team members to use these platforms responsibly.

Is this okay to share?

You are encouraged to share:

- Photos of Perth Festival launches, events and workplace activities (#perthfest)
- Exciting Perth Festival news that is publicly available
- Articles and conversations relevant to Perth Festival and the industry

If a team member's role provides them with access to artists and works that are not available to the public they should send any images or posts through to the official Perth Festival social media WhatsApp group. This group is managed by the Marketing team and they will be able to determine if the images are appropriate to share via the Perth Festival social media channels.

You **CAN NOT** share:

- Embargoed Perth Festival images and content (e.g. brochures before launch)
- Backstage images or confidential information relating to artists that has been made available to you because of your official duties with Perth Festival
- Other people's private information (e.g. ticket buyer information, donor details, personal details of colleagues)
- Confidential Perth Festival templates or information (e.g. artist contracts)

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- Offensive material that could constitute bullying, discrimination, harassment or sexual harassment

What are the risks associated with sharing inappropriate content?

- Personal posts relating to other team members or members of the public could result in claims of defamation, bullying, discrimination, harassment, sexual harassment or invasion of privacy
- Social media may be used as legal evidence
- Unauthorised material being shared may breach contracts in place between artists / companies and Perth Festival
- Misuse of social media could result in disciplinary action or in some cases termination of employment

What do you mean by...

Team Members: Refers to anyone engaged with Perth Festival inclusive of employees, interns, volunteers, contractors, board members and artists

Social Media: Refers to websites and applications that enable users to create and share content or to participate in social networking

Some useful links:

Perth Festival Code of Conduct

Perth Festival Policy on Bullying, Discrimination, Harassment and Sexual Harassment