

TVB Social Media Policy



TEST VALLEY BRASS

Version no: 2.0 Issue Status: Final

Date of Ratification: 26/11/2024 Ratified by:

Policy Author: Helen Bedwell

Review Frequency: Every 2 Years

Last Review: Next Review:

PEOPLE WHO NEED TO KNOW ABOUT THIS POLICY

Band members	Should be aware of this policy, its location and have access to it for reference.
Committee Members	Should have a working knowledge of this policy, will lead on its implementation, be able to offer advice on the policy and can make recommendations for improvement and change.
External accrediting agencies, regulatory agencies or funding bodies.	Will have reader access to this policy by request.

CHANGE CONTROL DETAILS

Version	By	Content changed	Committee Approval date.
1	Helen Bedwell	Original Document	
2	Becky Price	Change to wording	

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1. Policy Statement.

TVB guidelines for managing social media accounts.

2. Roles connected with this policy.

The social media account(s) for TVB will be managed by a named individual who will liaise with the committee, band leaders and other band members as appropriate to ensure opportunities to promote TVB online.

There will be at least one other person as admin, to each social media account. The back-up admin person would not actively post items but would act as a back up should this be needed.

3. Social Media

Current Social Media Accounts

TVB currently has a social media account with Facebook.

New Social Media Accounts

Before creating any new social media account, a proposal will be put to the committee for approval.

Social Media Posts

Any posts made to any social media account will be informative, positive and relevant. The content for the posts may be provided by the band leaders, Chairman or a Committee member. A preview of the post can be provided back to the band leader for approval if requested if no change is requested within 2 days, the post will be published.

Consent and Copyright

The use of pictures will be checked against the database for any members that have declined photographic consent – this could apply to children or adults.

The use of videos will be checked against the photographic consent for members, and if music is being played, the awareness of copyright obligations will be considered. Recordings that



contain music that is subject to copyright will not be included on social media posts unless the necessary permissions have been obtained.

Any band activities that are of interest to the wider community can be included on social media posts. This may include promoting events that TVB are performing at.

Opportunities to include posts that relate to all sections of TVB should be considered so that all sections are featured.