

Social Media Policy.

Policy:	Social Media Policy
Organisation:	New Plymouth Operatic Society
Last Update:	June 2025
Review Date:	June 2027

Application

This policy applies to all NPOS members, Board members, Heads of Department, Contractors and participating volunteers involved in our productions and Society operations. This policy provides:

- A framework for acceptable online behaviour where communications involve NPOS members, volunteers, officials, sponsors, partners, staff and anyone else connected with our society.
- Guidance around personal and official NPOS use of social media
- Accountabilities and responsibilities in relation to the Society's social media presence.

Definition

Social media means the collective of online communication channels, portals and websites dedicated to facilitating communication, sharing and collaborations. Social media is any platform that allows people to socially interact, converse, network and share with others online.

Background

New Plymouth Operatic (NPOS) uses Social Media to connect with members, ticket buyers and the general public. NPOS recognises the importance of social media to communicate, enhance participation and engagement in musical theatre, and encourages responsible and ethical online behaviour.

New Plymouth Operatic has one official public facing social media site per social media type platform. It has one closed Members Only page for communications with financial members of the Society, and one closed Group for the purpose of Cast & Creative Team communications during show season.

All matters relating to NPOS activities are to be posted through the correct single-presence channel. Individuals are not permitted to set up individual social media accounts for individual NPOS shows, performances, productions or events.

NPOS members and volunteers must always be alert to the fact that postings on social media sites can be immediate, public and permanent, and any consequential actions to modify or delete content can aggravate and escalate situations.

Personal social media involvement

An NPOS member/volunteer using a social media as a private individual:

- Must not post any confidential information about NPOS, its members, volunteers or staff
- Must not post or anything that would bring the society or its members into disrepute
- Must not post photos taken at rehearsals, performances, or behind the scenes activities until after the final night performance of the production; UNLESS sharing of official public marketing posts/images.

Official Social Media involvement

An approved contractor/volunteer/member/staff member using a social media on behalf of NPOS:

- Must ensure content is factually correct, authentic and professional in tone and style, and communicated in the first person wherever possible.
- Must ensure content is up to date and includes appropriate links to the NPOS website
- Must consider the privacy of NPOS volunteers/members/staff and not reproduce photographs, videos, recordings, trademarks or other material protected by copyright without first obtaining the appropriate permission.

Social Media monitoring

Any member with responsibility and access for a Society social media account has authority to moderate any content on that site, and can amend or delete posts that pose a reputational risk to the Society.

NPOS support free speech and engagement with others, however NPOS is not responsible for the personal, political, organisational or religious beliefs of its members, fans and followers across our social networks. We reserve the right to remove any posts and comments that we deem to be offensive including:

- Violent, obscene, profane, hateful, suggestive or racist posts, links or images
- Comments that harass, defame or threaten any person or organization
- Off-topic or repetitive comments by an individual/user
- Solicitations, advertisements or endorsements of any commercial organization
- Comments that encourage illegal activity

Offensive users will also be blocked from our social network pages. Blocking or unblocking individuals will ideally be approved by the Board of Management.

Breach of Policy

NPOS continually monitor online activity in relation to the organisation and its members. Any breach of this policy may result in disciplinary action from NPOS. Detected breaches of this policy should be reported formally in writing to office@npos.co.nz

Complaints

- Complaints about any aspects of NPOS social media should be addressed formally to New Plymouth Operatic in writing to office@npos.co.nz
- NPOS undertakes to treat all complaints confidentially and with respect.
- An acknowledgement of receipt will be made immediately on receipt of the complaint
- NPOS endeavors to investigate any complaints objectively and in a timely manner, and reply formally in writing and confidentially to the complainant within two weeks of the complaint being received.