



# Social Media Guidelines for Cast, Crew, Production Teams, Interns, Contractors, Volunteers and Staff

## Overview

Social media allows for conversation and interaction online, sharing digital words, sounds, and pictures. At Stages Theatre Company (STC), we use platforms like Facebook, LinkedIn, YouTube, Instagram, and Bluesky to engage with our community.

- Facebook: <http://www.facebook.com/stagestheatrecompany>
- Instagram: <https://instagram.com/stagestheatreco/>
- LinkedIn: <https://www.linkedin.com/company/stages-theatre-company/>
- You Tube: <https://www.youtube.com/@StagesTheatreCo>
- Bluesky: [@stagestheatre.bsky.social](https://bsky.app/profile/stagestheatre.bsky.social)

Our social media guidelines are designed to ensure responsible communication that positively reflects STC's image while respecting individual expression. These rules apply to all online activities now known or hereafter devised, whether on STC's or personal devices.

**STC Employees, contractors, cast members, crew, production teams and volunteers who engage in the use of online social media are expected to always follow STC policies. These policies include the following:**

- You ARE permitted and encouraged to share all social media posts published by Stages Theatre Company's established and verified accounts. *Links above.*
- You are NOT permitted to post any content with and/or of students, staff, interns, or teaching artists that are under the age of 18.
- You are NOT permitted to share/show any content from social media with students or interns under the age of 18 while engaging with STC programming.
- You are NOT permitted to connect/friend/comment on or communicate with any student or interns who are under the age of 18 on social media.

## General Online Conduct

1. **Adherence to Policies:** Online conduct must align with STC's overall policies. Social media guidelines complement, but do not replace, existing policies.
2. **Consequences of Violations:** Misconduct including, but not limited to, violation of the policies herein online, even off-duty, can lead to disciplinary actions, including dismissal.
3. **Public Nature of Posts:** Online posts are public and can be monitored by STC.
4. **Monitoring Systems:** STC reserves the right to monitor and access data on its systems.

5. **Confidentiality:** Do not disclose confidential or proprietary information about STC or personal details or data of patrons, employees, or partners without consent.
6. **Parental Rights:** Do not share media of minors without appropriate permissions.

## Communicating About STC

### ***Be Responsible***

- **Content Ownership:** You are responsible for what you publish. Practice respectful and responsible free speech. Refrain from unauthorized use of any third-party owned content.
- **Disclaimers:** When discussing STC, use disclaimers if not speaking on behalf of the company, such as: “The postings on this site are my own and do not represent Stages Theatre Company’s positions, strategies or opinions.”

### ***Be Authentic***

- **Transparency:** Clearly state your name and connection to STC. Use the first person and clarify that you’re speaking for yourself, not STC.

### ***Audience Awareness***

- **Consideration:** Be mindful of your audience, including patrons, employees, and youth. Choose your connections wisely.

### ***Exercise Good Judgment***

- **Professionalism:** Avoid slurs, demeaning, disparaging, or inappropriate content. Protect STC’s confidential information.

### ***Understand the Community***

- **Community Spirit:** Recognize your association with STC in all online interactions. Foster a welcoming environment for engagement.

### ***Bring Value***

- **Content Contribution:** Enhance social media by sharing valuable content, advice, and discussions. Cite sources and link to related content when possible.

By following these guidelines, STC cast and crew can contribute positively to our online presence, fostering a supportive and dynamic community.

---

**OUR MISSION:** *Stages Theatre Company is committed to the enrichment and education of children and youth in a professional theatre environment that stimulates artistic excellence and personal growth.*

**OUR INCLUSION PLEDGE:** *Stages Theatre Company is dedicated to creating a space where diverse opinions, courageous dialogue, and local, national, and international community engagement is not only valued but vital to our shared artistic and educational success. We make this pledge in the hope of curating a welcome home for all.*

**ACCESSIBILITY STATEMENT:** *Stages Theatre Company is committed to addressing barriers that can restrict participation to our performances and programming. We believe that every individual should be able to access the joy, wonder, and benefits of participation in the theatre arts. We are working towards a future beyond compliance- toward a fully inclusive environment where all programs and performances are accessible to all.*