



Midlands Area Regional Brass Band Committee

Social Media Policy

Terms

The Midlands Area: The Midlands Regional Qualifying Championships of the National Brass Band Championships of Great Britain.

The Committee: The Midlands Area Regional Brass Band Committee.

Regional Secretary: the secretary (contest organiser) of *The Committee*.

The National Rules: The National Rules of the National Brass Band Championships of Great Britain.

References

The latest version of the following policies and procedures referenced in this policy document will be available on the website of *The Committee* at <https://mabbc.org/policies>.

- Code of Conduct for The Committee
- Code of Conduct for Bands and Their Members
- Data Protection Policy
- Discipline and Appeals Policy
- Equal Opportunities Policy
- Constitution of *The Committee*

The website will also include a link to the latest version of *The National Rules*.

Policy

Introduction

The Committee encourages the positive promotion of brass banding, participating bands, volunteers, and *The Midlands Area* through responsible and respectful use of social media.

This policy provides guidelines for responsible and respectful use of social media to protect their interests and reputation by outlining acceptable use of social media. It aims to ensure that social media is used in a way that is respectful, responsible, and compliant with all relevant laws and organisational standards.

This policy applies to all members of The Committee, and to the affiliated associations, and the bands who enter *The Midlands Area* as far as any offending social media references *The Midlands Area*.

The policy covers all forms of social media, including but not limited to Facebook, X, Instagram, YouTube, LinkedIn, TikTok, blogs, forums, and other online platforms.

Guidelines

Respect and Responsibility

Always be respectful and courteous when engaging in any form of social media. Do not post content that is offensive, defamatory, discriminatory, or otherwise harmful to any individual or group. Respect the privacy and confidentiality of others. Do not share personal information without consent. See also our Data Protection and Equal Opportunities policies.



Midlands Area Regional Brass Band Committee

Social Media Policy

Members of The Committee

Even when posting in a personal capacity, members of *The Committee* should remain mindful that their association with *The Committee* may influence public perception.

Official Committee Accounts

Official social media accounts representing *The Committee* must only be administered by individuals formally authorised by *The Committee*. Access to account credentials must be managed securely and reviewed regularly.

Branding and Representation

The Midlands Area name, logos, and branding must not be used in a misleading, inappropriate, or unauthorised manner.

Engagement and Moderation

Official social media interactions must always remain professional, impartial, and respectful.

Incident and Crisis Communication

Only authorised Committee representatives may issue public statements in crisis situations.

Tagging and Association

Individuals should avoid tagging or associating *The Midlands Area* with content that may damage its reputation or imply endorsement.

Confidential Information

Do not share confidential or proprietary information about *The Committee*, its members, or its affiliates. Respect all confidentiality agreements and intellectual property rights. See also our Data Protection Policy.

Posting of Performances and Images

The Committee and bands entering *The Midlands Area* must adhere to all guidelines and restrictions related to the recording and sharing of performances and images as stipulated by *The Committee* and venue agreements.

In particular, the posting of recordings or images of a band's performance is strictly forbidden due to copyright infringement and the possible risk to children and vulnerable adults.

Bands and individuals are reminded that any pictures posted within the venue before or after their performance should adhere to these considerations (and their own band's social media policy).

Unauthorized posting of such content may result in disciplinary action by *The Committee* (see our Discipline and Appeals Policy).

Conflict of Interest

Avoid any activity or post that could be perceived as a conflict of interest or that could harm the reputation and interests of *The Committee*.

Compliance with Laws and Regulations

Adhere to all relevant laws and regulations governing social media use, including copyright, data protection, and privacy laws. Respect the terms of service and community guidelines of the social media platforms you use.



Midlands Area Regional Brass Band Committee

Social Media Policy

Reporting Violations

Any suspected violations of this policy should be reported to the Regional Secretary. All reports will be investigated promptly and confidentially.

Enforcement

Violations of this policy may result in disciplinary action, as outlined in our Discipline and Appeals Policy. The severity of the action will depend on the nature and impact of the violation.