



## **SOCIAL MEDIA POLICY GOD'S CHILDREN GREAT TALENT (GCGT)**

### **1.0 POLICY**

- 1.1 This policy provides guidance for GCGT its affiliates, board of trustees, core team, members of staff, volunteers, contestants and stakeholders use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.
- 1.2 This policy outlines the standards we require affiliates, board of trustees, core team, and members of staff, volunteers, contestants and stakeholders to observe when using social media, the circumstances in which we will monitor your use of social media and the action we will take in respect of breaches of this policy.
- 1.3 This policy supplements our Privacy policy and the terms and conditions guiding our annual competition.
- 1.4 This policy does not form part of any contract of employment and it may be amended at any time.

### **2.0 INTRODUCTION**

- 2.1 The use of Social Media helps GCGT listen, learn and engage with its stakeholders. However, how we use it and what we say has the potential of affecting the talent show.

#### **2.2**

This policy applies to the following persons:

- 2.2.1 All Parties involved in the creation, production and participation of the show including staff employed or contracted, all individuals working at all levels and grades, including the board of trustees, management team, consultants, contractors, trainees, part-time and fixed-term employees, casual and agency staff and

volunteers, contestants, parent(s)/ legal guardian(s) of contestants in the Annual Competition .

2.2.2 On production and off production staff and third parties including those involved in post production, talent development and screenings.

2.2.3 All volunteers involved in the different stages of the talent show.

2.3 Every person connected to this show should adhere to and read in full, all parts of this policy.

2.4 This Policy should be explained or given in some form to the Parent(s) of the child(ren) participating in the GCGT talent show. The parents should read and understand it. It is in no part a contract or a binding document for employment or any other service.

### 3.0 **WHAT IS SOCIAL MEDIA?**

3.1 Social Media are platforms that allow users to join, create and update a profile or page with either text messages or images. These platforms are designed to keep people up to date and in touch with one another.

3.2

Such media channels and tools are designed primarily for social interaction and collaboration, often featuring communications designated for a broader group. Social Media sites include but are not limited to Facebook, Twitter, Instagram, Snapchat, LinkedIn, WhatsApp and Blackberry Messenger (BBM).

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### 4.0 **SCOPE OF THE POLICY**

4.1 Social Media will be used from the main GCGT accounts through some of the social networks mentioned above to promote and inform the public of the progress of the GCGT talent show.

4.2

Social Media from any of the GCGT channels does not constitute any arrangement, planning or contract.

4.3 All referred to in 2.2 above are expected to comply with this policy at all times to protect the privacy, confidentiality, and interests of GCGT and our values, employees, partners, customers, and competitors.

4.4 Breach of this policy may be dealt with under our [refer to your

Disciplinary Procedure] and, in serious cases, may be treated as gross misconduct leading to summary dismissal for staff and volunteers disengagement for any contractor and disqualification for any Contestant.

## **5.0 RESPONSIBILITY FOR IMPLEMENTATION OF THE POLICY**

- 5.1 The [position of relevant person] has overall responsibility for the effective operation of this policy.
- 5.2 The [position of relevant person] is responsible for monitoring and reviewing the operation of this policy and making recommendations for changes to minimize risks to GCGT.
- 5.3 All referred to in 2.2 of this Policy are responsible for their own compliance with this policy and for ensuring that it is consistently applied. As such they should ensure that they take the time to read and understand it.
- 5.4 Any breach of this policy should be reported to [position of relevant person].
- 5.5 Questions regarding the content or application of this policy should be directed to [position of relevant person].

## **6.0 PROPOSED METHODOLOGY FOR USING SOCIAL MEDIA CHANNELS**

- 6.1 Using social media sites in our name only the [position of relevant persons] is/are permitted to post material on a social media website in our name and on our behalf. Any breach of this restriction will amount to gross misconduct.
- 6.2 Social Media channels will be used to share pre-planned content at least once a week, including content on-demand.
- 6.3 Content will be geared towards sharing general information on all GCGT activities as well as encourage conversations.
- 6.4 The channels shall NOT be used for product sales at this time.
- 6.5 Conversations will be encouraged with members on general enquiries about the talent show.
- 6.6
  - The channels will be managed only by the Officer so approved in 6.2 above.

## **7 RISKS AND SAFEGUARDS**

- 7.1 Do not upload, post, forward or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content.
- 7.2 Never disclose commercially sensitive, anti-competitive, private or confidential information. If you are unsure whether the information

- you wish to share falls within one of these categories, you should discuss this with [insert position of relevant person].
- 7.3 Be honest and open, but be mindful of the impact your contribution might make to people's perceptions of us as a company. If you make a mistake in a contribution, be prompt in admitting and correcting it.
  - 7.4 You are personally responsible for content you publish into social media tools – be aware that what you publish will be public for many years.
  - 7.5 Impersonation – The risk of impersonation through spoof channels will be minimized by regularly publishing the correct channels' number and PIN on our verified social media platforms.
  - 7.6 Complaints – These will be redirected to the GCGT complaints unit.
  - 7.7 Unapproved information - The channels will be managed to ensure that only approved communication is shared from the channels.
  - 7.8 Please report anyone impersonating or discrediting our church or the talent show on any of our social media platforms.
  - 7.9 If you are unsure what to say or how to respond through social media, please ask for assistance.

## **8 CARRYING OUT THIS POLICY**

- 8.1 Social media channels are driven by real time interaction and we should have clear and consistent responses as such only officers approved to post on the social media platforms may do so.
- 8.2 The GCGT administration will NOT be responsible for creating groups. Group creation will be organic and random or otherwise driven by work streams when required.
- 8.3 All work streams will be informed of these channels to enable them feed in relevant information.
- 8.4 Please do not hesitate to communicate and direct any concerns or questions you may have to the GCGT helpdesk.

## **9 BE RESPONSIBLE IN YOUR USE OF TECHNOLOGY**

- 9.1 Electronic messages are permanent, transferable records of your communications and can affect the GCGT's reputation and that of the participants.
- 9.2 At GCGT, we believe that every child is a winner and we are committed to encouraging the growth and development of the child's talent. Members of staff, GCGT's third party contractors, participants and parents should refrain from posting any negative comments or using derogatory words about GCGT or any person connected with the talent show in any manner, this includes text messaging, BBM, or WhatsApp messaging.

- 9.3 GCGT staff, third party contractors, participants and parents should refrain from the use of bad language about the talent show in part or in whole. The provision of worthwhile, factual, non-confidential information and perspectives on GCGT channels is encouraged. We are each responsible for and may be held accountable for our words and actions.
- 9.4 Any issue, disagreement or complaint should be sent in writing to the GCGT helpdesk.
- 9.5 We may request that members of staff, contractors, agencies or vendors change or remove comments made in Social Media that are inconsistent with this Policy or that make inaccurate references to GCGT, its brand, and/or its stakeholders.
- 9.6 For members of staff, a breach of this policy in whole or part may result in a termination of employment or contract. For participants and parents, failure to comply with this policy can result in disqualification from the GCGT competition and any future productions of GCGT.

## **10 MONITORING AND REVIEW OF THIS POLICY**

- 10.1 The GCGT management shall be responsible for reviewing this policy annually to ensure that it meets legal requirements and reflects best practice.

SIGNED

**MANAGEMENT  
GCGT TRUST**

