



Registered Charity No. 1075236

MILTON KEYNES YOUTH CHOIR

Social Media and Website operating policy

MKYC has presence online for publicity purposes. This policy includes the choir's procedures for running its online presence to benefit the choir and its members.

Social media accounts

The following are standard good practice procedures to ensure that the social media accounts are run coherently and consistently to provide maximum positive publicity benefits for the choir and to ensure that all those who interact with the social media accounts are treated fairly and considerately.

- All MKYC social media accounts should have more than one administrator and editor to ensure that publicity about the choir and forthcoming concerts is posted regularly and that any inappropriate comments are dealt with in a timely manner.
- Only parents of current choir members can be administrators for the social media accounts.
- Handover of administration from parents who are giving up sharing the role of social media promotion and/or whose children are leaving the choir should take place in a timely manner. If the parent is handing over this role to someone else and their child is still in the choir this can be done when the parent gives notice of the desire to give up the role and another administrator has volunteered to take it on, so there are always at least 2 administrators. If the parent is giving up the role because their child is leaving the choir this should happen, ideally, before the child leaves the choir, or within a short space of time after the child leaves the choir (if leaving at short notice).

Facebook

The choir has presence on the social media platform Facebook via a page and a group.

The public group is <https://www.facebook.com/groups/223813014316664/>

The page is <https://www.facebook.com/mkyouthchoir/>

The MKYC Facebook public group has members, both past and present choir members (aged over 13 if they have a Facebook account) and their parents. Only the administrator role can approve member applications to the group. The MKYC Facebook group is for public discussions about the choir and its activities. Choir members and parents may share photos of choir events with the group which have been taken in accordance with the MKYC photography policy.

The MKYC Facebook group should be used as one route to keep in touch with past choir members, especially if they are building on their singing experience since their time in the choir. This could be useful when arranging special choir events, such as anniversary celebration concerts when past members may be invited to join in a piece of music or be encouraged to help promote the choir.

Clear, friendly rules of behaviour in discussions should be written and posted in the group and members should be invited to acknowledge that they have read the rules and agree to abide by the rules when they join.

The MKYC Facebook page is for publicity promotion of events which the choir is hosting or is joining. Administrator and editors of the page can create events.

Other Facebook users should be invited to like the MKYC Facebook page so they get updates of activity on the page.

Events should be actively shared with other FB accounts, such as venue accounts. For example, if the choir is performing in St Mary & St Giles church, Stony Stratford, the Facebook event could be shared to the Music for All @ SMSG account.

Twitter

The choir has presence on the social media platform Twitter, via the Twitter handle @MKYouthChoir.

The twitter account can be found at <https://twitter.com/MKYouthChoir>

The twitter account should be used to publicise forthcoming concerts and any publicity or report posted online about the choir on other platforms (for example news articles and blog posts about the choir).

Hashtags should be used in tweets from the choir to help other twitter users discover the choir via popular / trending hashtags, for example:

#Choral

#Choir

#Singing

Well known composer surnames (e.g. #Handel)

When the choir is singing in collaboration with other group(s) at concerts, tweets from the choir twitter account should tag those groups to maximise reach.

The twitter account should follow other similar accounts as well as local news outlets.

Website

The choir's website can be found at <http://www.mkyc.org.uk/>

The website should be updated regularly. Its structure and navigation should be reviewed once a year to check that it still meets the needs of the choir.

The website passwords for updates should be kept securely by the committee members responsible for the site – the webmaster and the choir secretary should have the passwords and account details. If any other committee members need editing permissions for the website, the editing role/password should be given to them along with guidance and good practice for updating the site.

Email addresses/mailbox

The choir uses the Chair email: mkyc.chair@hotmail.co.uk. This address is used by the Chair for both internal and external communication.

When the Chair hands over, access to the account should be given to the incoming Chair as soon as possible as it takes 1 month for control to be given to a new user. This address can be accessed on line but also using Outlook if linked to the Chair's personal email.

Care should be taken in use of this email as it represents the public face of the choir. It is inappropriate to use this address for personal communications.