

EDMONTON YOUTH ORCHESTRA POLICIES, PRINCIPLES & PROCEDURES

SOCIAL MEDIA POLICY (Updated February 14, 2022)

PRINCIPLES:

1. EYO Policies:

Treat all persons fairly and respectfully.

Are non-discriminatory and non-intrusive.

Incorporate open, honest, timely and appropriate communication with membership.

Are made in a timely manner.

Provide appropriate confidentiality and privacy.

Ensure that all persons have access to information regarding policies, procedures, rights and responsibilities.

Operate with clear written expectations for conduct and handling of complaints.

Will be reviewed with Orchestra members at the start of each season.

POLICY STATEMENT:

The Edmonton Youth Orchestra endeavors to create an environment devoted to the rehearsal and performance of classical music that is free from distraction and non-supportive behaviour.

The EYO's reputation is of paramount importance. Our members, staff, contractors and volunteer's online social media activities and postings on internet websites and apps, online communities and sharing platforms must uphold the EYO's reputation in all respects.

The EYO recognizes that social media is a powerful tool for promotion and engagement with our online community. Creation and appropriate use of EYO social media channels help to strengthen the EYO's community presence, growing awareness as well as supporters.

SCOPE:

This policy applies to EYO Orchestra members, staff, contractors and volunteers posting EYO related material on any type of social media, or on other electronic apps or online platforms, at any time.

Parents and guardians are requested to respect this policy as well.

1. The use of EYO logos and content without prior consent from the EYO general manager, music director or Board is prohibited.
2. Orchestra members, staff, contractors and volunteers are prohibited from posting images of EYO members, staff, contractors or volunteers without their permission.
3. Posting of audio / visual recordings of EYO rehearsals or performances are only permitted with the advance approval of the Music Director.

4. Social media comments about EYO, other members or other orchestra's rehearsals or performances must be positive in nature.
 - a. Any contributions on EYO Social Media that could be viewed as malicious, obscene, threatening or intimidating, that disparages staff, students, families, volunteers or the EYO organization, or that might constitute harassment or bullying will be removed.
5. Social media promotion of EYO concerts is encouraged, and sharing of promotional materials such as concert posters does not require permission.
6. Use of EYO rehearsal, concert and member images by the General Manager as part of job duties is allowed.

CONSEQUENCES OF VIOLATING THE SOCIAL MEDIA POLICY:

If an orchestra member, staff, contractor and volunteer contravenes this policy, the Music Director, General Manager or a Board member may:

- Ask the member to remove the posting, comment or image and refrain from any future activities.
- If problems continue over multiple occurrences they may recommend to the EYO Board of Directors the removal of the orchestra member from the orchestra for a defined duration.

SOCIAL MEDIA VIOLATION PROCEDURE:

1. Instances of an Orchestra member, staff, contractor or volunteer contravening the EYO social media policy will be:
 - a. Addressed by the General Manager, Music Director or a Board Member verbally or electronically (email).
 - b. The member will be asked to remove the posting, image or comment and refrain from any further involvement.
 - c. The EYO Board will have no formal involvement at this level.
2. If an Orchestra member, staff, contractor or volunteer continues to violate this policy (3 or more incidents):
 - a. Two EYO representatives (from the following: General Manager, Music Director or a Board member) will meet with the member, providing a copy of the policy
 - b. The member will be asked to remove the posting, image or comment and refrain from any further involvement.
 - c. A formal written follow-up with a copy of the policy and the details of the violation will be sent to:
 - the orchestra member and his/her parents/guardian, as appropriate
 - the EYO Board President or Secretary
3. If social media policy violations continue, the Music Director, General Manager or a Board member may recommend that the EYO Board temporarily or permanently revoke playing privileges and/or orchestra membership.

DEFINITIONS:

Social Media: Social media is any electronic device based technology that facilitates communication and postings on internet websites or applications, online communities and sharing platforms.

POLICY REVIEW DATE: TBA

EFFECTIVE DATE: Adopted January 11, 2021.

REVISION HISTORY: February 14, 2022 (updated for creation and use of EYO Social Media platforms)

CONNECTION TO BOARD POLICIES: EYO policies will be reviewed annually by the EYO Board