

CAPE TOWN PHILHARMONIC ORCHESTRA NPC

SOCIAL MEDIA ENGAGEMENT POLICY

Introduction

This document is intended to provide all company employees and permanent consultants with guidelines to eliminate any confusion concerning the use of social media in the workplace. It also includes those in the youth education programmes, teachers and learners, many of whom perform as ad hoc musicians with the Cape Town Philharmonic Orchestra (CPO).

The lines between work and personal life can become a grey area. Staff are entitled to their personal opinions and may naturally comment on issues, events and/or campaigns in the public domain, as long as they do not reflect negatively on the company, clients and partners associated with the CPO. Activities in or outside of work that affect staff job performance or the business interests of the company name need to be addressed. In summary, what one does in one's private capacity is personal and should not impact on the workplace.

The CPO cannot direct every interaction (commentary, the quality of video content or other explicit content, inappropriate language or images) therefore the CPO expects all staff to follow these guidelines to avoid formal action that could result in disciplinary action, the results of which could lead to termination of employment.

What are Social Media?

The CPO defines social media as the various technology tools that enable people to communicate easily to share information and resources. While much is on electronic/digital platforms, the definition extends to examples such as placing a notice on a sports' club board which is as much a use of a social network as updating a Facebook status. Other examples are SMS, WhatsApp, LinkedIn, Google +, Instagram, Twitter and blogging sites. This is not a comprehensive list, and new platforms emerge all the time.

Guiding Principle

Simply put, the position of the company is that any posts to a social network by an employee/independent contractor or consultant who is representative of the brand should conform to the expected standard of material that the CPO would itself confidently broadcast.

As a business that is reliant on funders and one that exists to communicate to people, and cultivate relationships with them, clients and other stakeholders, the CPO believes its staff and brand representatives should behave cautiously to ensure relationships are always respectful.

Guidelines for the use of Social Media

- If one identifies oneself as working for the CPO on one's personal and or professional profile, it is incumbent on that employee to ensure that content associated with him/her as an identifiable CPO employee is in line with any and all guidelines imposed on the organisation by the law and the industry.
- Do not share information that is confidential about the company.
- Do not engage in name calling, brand attacks, bad mouthing CPO and/or clients/partners that will reflect negatively on CPO's reputation. Speak respectfully about CPO, its staff, and its current and potential clients, and partners. Be thoughtful about how to present oneself and CPO in online social networks.
- Avoid publishing personal contact and/or contact details of other employees within CPO where they can be accessed and used widely by people you did not intend to see them.
- Ensure no copyright rules are being infringed.
- The CPO encourages its staff to write knowledgeably, accurately, and use appropriate professionalism. This encompasses respecting differences and appreciating diversity of opinions. Individual interaction can result in members of the public forming opinions about CPO and its employees, clients and partners.
- To ensure that job performances are not influenced by the activity on social media, activities on social media should complement or support an employee's role at CPO.
- It also follows that use of CPO's technological devices to interact on social media platforms also requires a tacit understanding that this activity should be to further to aims of the business, and not oneself as an individual.
- Be mindful that rehearsal videos should be vetted by management to ensure technical and performance quality.
- Be mindful of the quality of personal videos and/or sound recordings. Poor performances or poorly filmed videos that can reflect on the quality of the CPO and its musicians must be removed on request by management.
- Policy violations will be subject to disciplinary action.

To sum up, naturally employees are free to use social media in their personal lives but should be mindful that they have an online footprint which means they can be identified as a CPO representative.