

Manx Amateur Drama Federation (MADF)

Social Media & Communications Policy – 2025 Edition

Approved by: MADF Trustees

Review Date: November 2026

Version: 1.0

1. Purpose

This policy ensures all MADF social media and communication activity represents the Federation professionally, supports its objectives, and maintains a positive reputation in the community. It aims to ensure consistency, protect the reputation of MADF and its member societies, safeguard individuals' privacy, and foster positive community engagement.

2. Scope

This policy applies to all MADF-managed social media accounts and websites and to any individual posting on behalf of MADF, including officers, committee members, and designated volunteers. It also applies to personal social media activity where an individual's profile or posts could reasonably be perceived as representing MADF.

3. Guiding Principles

Posts should promote drama, performance, and community engagement in line with MADF's mission. All communications should be respectful, inclusive, and apolitical.

Avoid sharing or commenting on controversial, defamatory, or confidential matters.

Respect confidentiality regarding internal discussions or unpublished results.

All posts should align with MADF's equality, diversity, and inclusion values.

Avoid engaging in online disputes or responding defensively to criticism.

Spelling, grammar, and tone should reflect a professional but friendly community voice.

4. Content Guidelines

Approved types of posts include:

Event promotions, updates, and results

Photos, videos, and highlights from performances (with appropriate permissions)

Announcements, awards, and recognitions

Educational or historical content

Behind-the-scenes features

Additional guidance:

Ensure all posts comply with copyright, data protection, and safeguarding rules.

Obtain written permission for reusing materials from societies or individuals.

Clearly label reposted or third-party content.

5. Posting & Approval Process

The Social Media & Press Officer is responsible for creating, scheduling, and approving all posts. Committee members may submit content ideas, images, or copy for approval.

Sensitive or potentially contentious posts should be reviewed by the Chair or Secretary before publication.

All posts representing official statements of MADF must be authorised by the Chair or Secretary. Scheduling tools should be used responsibly, ensuring posts are current and relevant.

6. Comment Management

MADF welcomes engagement but may hide or delete comments that are abusive, spam, or breach privacy.

Repeat offenders may be blocked or reported.

Maintain a record of any deleted or hidden comments for accountability.

Respond to questions or feedback courteously within a reasonable time.

7. Safeguarding & Permissions

Always obtain written consent before posting identifiable photos of minors or vulnerable adults.

Do not tag or identify minors, vulnerable adults, or individuals without explicit permission.

Ensure photographs comply with MADF's Safeguarding Policy.

Never share personal contact details publicly.

Where doubt exists, err on the side of caution and do not publish.

Credit photographers, designers, and contributors appropriately.

8. Crisis Communication

In the event of a complaint or reputational issue:

The Social Media & Press Officer should pause all scheduled posts.

The Chair and Trustees should be informed immediately.

A single point of contact for media or public responses will be agreed.

No personal responses should be issued during an ongoing issue.

9. Monitoring & Review

This policy will be reviewed annually or after any significant incident.
Feedback from member societies and followers may inform revisions.
The Trustees will approve all updates before publication.

10. Legal & Ethical Compliance

MADF and its representatives will comply with all relevant legislation, including:
Isle of Man and UK Data Protection Acts / GDPR
Copyright, Designs and Patents Act 1988
Safeguarding legislation
Defamation law
Equality Act 2010 (principles of non-discrimination and inclusion)

11. Responsibilities

Social Media & Press Officer – Oversees all digital communications and ensures compliance.
Trustees – Approves key content and reviews this policy annually.
Contributors – Ensure all submissions meet policy standards.
Chair/Secretary – Authorise responses to crises or sensitive matters.

12. Accessibility & Inclusivity

Ensure all online content is clear, readable, and accessible.
Avoid jargon and maintain compatibility with assistive technologies.
Use inclusive imagery and language that reflects the diversity of the community.

13. Version Control & Approval

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