

Manx Amateur Drama Federation (MADF)

Social Media, Photography & Communications Policy – 2026 Edition

Approved by: MADF Trustees

Review Date: January 2026

Version: 2.0

1. Purpose

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

2. Scope

This policy applies to all MADF-managed social media accounts and websites; any individual posting on behalf of MADF, including officers, committee members, and designated volunteers; individuals capturing or supplying images for MADF use; and personal social media activity where an individual's 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.
- Communications must 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- Respect confidentiality regarding internal discussions or unpublished results.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 must align with MADF's equality, diversity, and inclusion values.
- Avoid online disputes or responding defensively to criticism.
- Spelling, grammar, and tone should be professional but friendly.

4. Content Guidelines

Approved posts include event promotions, updates, results, photos/videos from performances (with permission), announcements, awards, educational or historical content, and behind-the-scenes features. All posts must comply with copyright, data protection, safeguarding, and defamation laws. Written permission must be obtained for reuse of materials; reposted content must be clearly labelled and credited.

5. Photography, Image Use & Storage

Consent: Written consent must be obtained before publishing identifiable photographs of minors or vulnerable adults. Consent records must be stored securely.

Safeguarding: Images must be respectful, not place individuals at risk, and avoid publishing full names of minors or personal contact details. When in doubt, do not publish.

Use of Personal Devices: Individuals without a current Enhanced DBS check verified by MADF must not capture or store images of children or vulnerable adults. Only approved individuals may take images; images must not be retained for personal use; they must not be stored on personal devices or shared via personal channels.

Misuse of images will be treated as a safeguarding concern.

6. Posting & Approval Process

The Social Media & Press Officer oversees creating, scheduling, and approving posts. Committee members may submit content ideas for approval. Sensitive posts must be reviewed by the Chair or Secretary. Official statements require authorisation. Scheduling tools must be used responsibly.

7. Comment Management

MADF welcomes engagement but may hide/delete abusive, defamatory, spam, or privacy-breaching comments. Repeat offenders may be blocked/reported. Records of deletions should be kept. Responses should be courteous and timely.

8. Crisis Communication

In the event of a complaint or reputational issue: pause scheduled posts, inform Chair/Trustees, appoint a single spokesperson, and do not issue personal responses during ongoing matters.

9. Legal & Ethical Compliance

MADF and representatives comply with relevant legislation, including Isle of Man & UK Data Protection/GDPR, Copyright, Designs & Patents Act 1988, safeguarding laws, defamation law, and Equality Act 2010 principles.

10. Monitoring & Review

Reviewed annually or after significant incidents. Member feedback informs revisions. Trustees approve updates before publication.

11. Responsibilities

Social Media & Press Officer: oversees digital communications and ensures compliance.

Trustees: approve key content and review policy annually.

Contributors: ensure submissions meet standards.

Chair/Secretary: authorise responses to crises/sensitive matters.

12. Accessibility & Inclusivity

Content must be clear, readable, accessible, compatible with assistive technologies, and use