



2023 STAFF COMMUNICATIONS AND SOCIAL MEDIA POLICY

1 PURPOSE

Ensure that any contact between staff, volunteers, administrators, directors or other representative of the Seattle Cascades and members (prospective or contracted) occurring on social media, e-mail or other forms of electronic communications is appropriate and professional, and takes place in ways that protect the rights and privacy of all parties involved.

2 APPLIES TO

All persons representing the Seattle Cascades in any capacity who have direct contact or interaction with contracted or prospective members.

3 POLICY

3.1 E-MAIL COMMUNICATIONS

One on one e-mail exchanges between staff and members are valid and useful as part of the instructional process, to communicate information officially, and coordination with individual members relative to Seattle Cascades sanctioned activities such as an audition or camp.

- a) **All e-mail conversations between staff and a contracted or prospective member's personal e-mail account must take place through the staff member's seattlecascades.org account.**

IF FOR ANY REASON YOU MUST E-MAIL A MEMBER FROM AN ACCOUNT NOT ISSUED BY SEATTLE CASCADES, YOU SHOULD CC YOUR SEATTLE CASCADES ACCOUNT, OR THE SEATTLE CASCADES ACCOUNT OF ANOTHER STAFF MEMBER TO ENSURE THE COMMUNICATIONS ARE PRESERVED.

- b) Staff members should not offer personal e-mail address, phone number or other forms of personal contact information to contracted or prospective members *other than student leadership (drum major, team captains, etc.)* without prior approval from the Corps Director.
- c) All e-mail exchanges between staff and prospective or contracted members should be of a professional nature, related to Seattle Cascades activities only, e.g. part of the instructional process, coordination of rehearsals and camps and other official communications.
- d) **Staff members should not use personal e-mail accounts to communicate privately with members.** If your role involves exchanging e-mail with individual members, you will be provided an account.

3.2 SOCIAL MEDIA GUIDELINES

Social media is a critical communications channel for the Seattle Cascades. We maintain an active public Facebook presence and utilize closed or secret groups on Facebook to communicate important information to members and their parents during recruiting and camps. While on tour, those groups are the best way for us to get information to members quickly.

Used properly, social media is a powerful tool that improves the activity and experience for everyone involved.

Used poorly, it has the potential to be a significant source of chaotic and randomizing forces. Small miscommunications and issues on social media can quickly escalate into significant problems that can have a negative impact on Members, Staff or the Seattle Cascades. This policy is intended to reduce the chance of those issues occurring.

Staff are expected to conduct themselves responsibly and professionally while acting on behalf of or otherwise representing the Seattle Cascades. This includes your use of social media while a member of the Seattle Cascades Staff.

While you are a Seattle Cascades staff member:

- a) **If you witness any form of bullying, abuse or inappropriate activity on social media involving a Contracted or Prospective Member of the Seattle Cascades or any current member of the Seattle Cascades Staff, you must report that activity to your Caption Supervisor or a member of the Administrative staff or Board of Directors immediately.**
- b) **Do not post or share photographs of members on social media in places visible to the general public without permission.** We're not saying don't take pictures. Every cell phone has a camera. Use sound judgement. In general, you should only photograph members while on the field, during your instructional sessions or in other public settings. If a member requests that you remove a post or photograph that references them personally, you should do so at the earliest opportunity.
- c) **Limit what you post to members timelines or share with members to information or topics relevant and appropriate to the activity.** You are strongly encouraged to use the security

and privacy features of the various social media platforms to control access to your own personal data.

- d) **Limit private or instant message contact between yourself and contracted or prospective members to corps activities only. You should preserve any 1:1 conversation threads with members using the features available on the platform until your relationship with the Seattle Cascades is completed.** In Facebook Messenger for example, conversations may be “Archived”.

Recommended: You may also attach a record of the conversation to your Seattle Cascades account by sending yourself an e-mail containing the conversation as an attachment. Conversations that have been preserved this way may be deleted from the originating platform.

On Facebook, there is no built-in capability to export a conversation, however you can use screen-shots, copy and paste or you can export your personal data (via your profile) and extract the conversation from there. Alternatively, you can print a conversation to a PDF file from your browser, and attach the PDF file.

- e) **Do NOT use social media channels that automatically delete messages to communicate with members or prospective members, including, but not limited to Snapchat and Wickr.**
- f) **Do not initiate friend requests or follow individual members.** If a member **sends a friend request to you**, you are free to respond as you wish. We’re not saying don’t use social media connections, we’re saying that you should keep the teacher/student relationship clear.
- g) **In general, let Caption Supervisors and Administrative Staff handle social media communication with parents.** Many parents are nervous and worried while their child is under our care, and scour social media for any mention of us or them. An offhand remark can be easily misinterpreted by someone unfamiliar with the activity. Use common sense.
- h) Band App groups associated with a Seattle Cascades activity **must** have someone from the Seattle Cascades Administrative team as a one of the group administrators. **New groups must be created by an administrator as a subgroup from the main Seattle Cascades page. Send requests for new groups to admin@seattlecascades.org**

4 ACKNOWLEDGEMENT

I have read and agree to be bound by this policy. I understand that failure to follow any aspect of this policy may result in the termination of any written or verbal agreements I may have entered into with the organization, separation from the organization and/or my being barred from future participation in events and activities affiliated with the Seattle Cascades and Northwest Youth Music Association.

SIGNED

PRINTED NAME

DATE
