

## **SOCIAL MEDIA POLICY**

The social media policy of the Society for Musicology in Ireland will be reviewed on an ongoing basis. When and if appropriate, the policy will be amended at the sitting council's discretion.

The first version of this document (1) was compiled by Society for Musicology in Ireland Council member and student representative Bryan Whitelaw, and approved by Council, in January 2019.

This policy is intended for, and addressed to, those persons who administer the SMI's social media channels or are members of the "SMI Social Media Subcommittee". The document sets out the policy and offers general advice that will aid in the use of our social media channels.

The Society for Musicology in Ireland has charitable tax exemption in the Republic of Ireland, with Registered Charity Number CHY 19361.

Date of last review: October 2023



# Contents

<b>Introduction to social media .....</b>	<b>4</b>
What is social media? .....	4
Why do we use social media?.....	4
Why do we need a social media policy?.....	4
Setting out the social media policy.....	4
Which social media channels do we use?.....	4
<b>Guidelines for users/administrators.....</b>	<b>6</b>
Using the Society for Musicology in Ireland’s social media channels; appropriate conduct.....	6
<b>Further info .....</b>	<b>10</b>
Libel.....	10
Copyright law .....	10
Confidentiality .....	10
Discrimination and harassment.....	10
Protection and intervention.....	10
Under 18s and vulnerable people .....	10
Responsibilities and beach of policy .....	11

## Introduction to social media

### What is social media?

Social media is a group of web-based tools and applications which allow its users to create, share, and engage with online content in a communicative capacity. This content includes text, images, videos, events, and resources. Examples of popular social media tools include: Facebook, X (the platform formerly known as Twitter), LinkedIn, Instagram, etc.

### Why do we use social media?

Social media is a valuable tool for the dissemination of the Society for Musicology in Ireland's work. The Society's social media accounts provide a direct link of communication with both our members and those interested in the Society for Musicology in Ireland's promotion of musicological research, events, and activities.

### Why do we need a social media policy?

There is an important distinction between personal and professional opinion. When communicating on social media, the difference between these can become unclear. When representing the Society for Musicology in Ireland, it is important to maintain standards of high conduct which reflect the nature of the Society's aims as a scholarly body. Publication on social media platforms holds the same responsibility as any other commentary in the public domain.

This policy is intended for any SMI Members with administrator rights on our current social media platforms (i.e. X/Twitter and Facebook), or those of hold a position on the "SMI Social Media Subcommittee" and applies to content posted by any parties. Before engaging in social media activity on behalf of the Society, account administrators must read this policy.

### Setting out the social media policy

This policy aims to outline a specific social media strategy which should be used in support of the delivery, promotion, and management of Society for Musicology in Ireland related accounts. The policy sets out the key aims of our social media presence, while helping to maintain and protect our reputation and activities.

### Which social media channels do we use?

The Society for Musicology in Ireland currently uses the following social media channels:

**X/Twitter:** @smi\_musicology

**Facebook:** Public group, "Society for Musicology in Ireland"

**YouTube:** "Society for Musicology in Ireland"

YouTube Channel ID: UCjNq7E9t0DtQzLjZXUkwUYg

These channels are used for the promotion and dissemination of content related to Society for Musicology in Ireland conferences, events, awards, members and announcements.

X/Twitter is used to 'like', 'retweet', and 'follow' content from our subscribed followers and related groups of interest (charities, universities, university departments, higher education

institutions, publishers, individuals with links to all aspects of musicological research, etc.). During annual conferences, organisers are encouraged to use a ~~twitter~~ #hashtag that connects tweets to the Society for Musicology in Ireland's account: e.g. #SMI2019.

Facebook provides an interactive 'timeline' where individual users can post text, images, video, and event content. The account administrators are responsible for membership approval and moderation of all posted content. Facebook's event system allows the administrators to create digital event invitations, including dates, times, and locations of events, to which users can RSVP.

Administrators of the Facebook group may approve any members to join, including those who are not yet paid members of the Society, should they have an interest in the activities of the Society for Musicology in Ireland. As the group is a valuable tool for our online promotion, the possibility to attract new society members through the interaction with this medium has been endorsed by the SMI council. Extra care should be taken to monitor the activities of users who are not SMI members. The Facebook group has an individual set of rules for users which should be adhered to.

YouTube is a video streaming website which permits channels to post content of varying lengths, enables users to 'subscribe' to the channel, and, where appropriate, permits comments, likes, and sharing of content. The SMI channel hosts video content related to Society conferences, performances, supported events, and member profiles.

## **Guidelines for users/administrators**

### **Using the Society for Musicology in Ireland's social media channels; appropriate conduct**

1. The SMI Social Media Subcommittee are responsible for the management of the Society for Musicology in Ireland's social media channels. Only those authorised to do so by the sitting council will have access to these accounts. The Society for Musicology in Ireland's social media administrative rights are currently held by the SMI Social Media Subcommittee. The subcommittee is made up of SMI members who wish to support the management of our social media accounts. Information about current members of the subcommittee can be found on the SMI's website: [www.musicologyireland.com](http://www.musicologyireland.com)
2. While there are no set times to check or maintain the social media accounts of the Society for Musicology in Ireland, diligent activity in response to other users helps to keep the accounts active and visible.
3. Users should ensure that their activities are a reflection of the Society for Musicology in Ireland's interests and values. The use of a professional and supportive tone of voice should be employed in all content posted.
4. It is important that all posted content has a purpose that benefits the Society for Musicology in Ireland's interests and those of its members.
5. Bring value to our members and subscribers by answering questions and engaging with users whenever possible.
6. Administrators must take care to present content that is free of errors. Spelling, typographical and grammatical errors should be checked before publication.
7. If dealing with sensitive content, be sure to pause and consider the best response. A discussion with other subcommittee members of the Society for Musicology in Ireland may be an appropriate first step.
8. Should any individuals or groups wish for the Society for Musicology in Ireland accounts to post content on their behalf, this will be approved at the discretion of the subcommittee.
9. Social media users must have the explicit permission of the copyright holder of any non-public domain content posted.
10. When posting information about events or activities, check that the information is correct at the time of publication.
11. Administrators should avoid making statements that are personal in nature and unreflective of the Society for Musicology in Ireland's stance in general. Mutual decisions about position statements should be approved by the social media subcommittee.
12. All relevant rights must be obtained when posting content via our platforms. Note that

sharing material hosted on independent website, e.g. YouTube, does not breach these rights.

13. The right to use of images (photographs, video, or graphics) on social media is solely the responsibility of the uploading user. Be sure when posting image content that: (i) you have permission from the image creator, if it is not your own; (ii) you have permission from those persons in the image to post it online; and (iii) the images are covered by the fair usage policy of the platform in use.
14. New social-media accounts or channels (besides those listed near the top of this document) may not be set up on behalf of the Society without the approval of the SMI Council. By having official social media accounts in place, the council can ensure consistency of the Society and focus on building a strong following.
15. As a result of its charity status, the Society for Musicology in Ireland cannot promote a political party or candidate, nor can it engage in the promotion of political causes that do not relate directly to the advancement of the charity's purpose. Further useful information may be found at the An Rialálaí Carthanais/Charities Regulator website: [www.charitiesregulator.ie](http://www.charitiesregulator.ie)
16. Should an administrator have to deal with a complaint on a Society for Musicology in Ireland social media account, you are obliged to consult the social media subcommittee for the approval of a response. The SMI asks that users do not make complaints via social media due to the possibility of messages being inadvertently missed.
17. It is possible that situations may arise on social media with the potential to escalate into a difficult situation. Examples may include: individuals attempting to sell products unrelated to the Society's interests, spam posting from bot accounts, comments or claims of a defamatory nature about individuals or institutions, or continuous posting of a slanderous nature. The nature of social media means that these posts are immediately visible and have rapid impacts. As mentioned above, social media posts carry the same weight as any public domain publication, as such, there are potential legal implications in these situations. Administrators should act with discretion to resolve such matters. Removal of unsolicited posts and written warning of the user in question is advisable; should there be further violations, it may be necessary to block the user from the platform.

## **Use of personal social media accounts — best practice for administrators, subcommittee members, and council members**

This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. It is in our best interest as administrators of the Society for Musicology in Ireland's social media to also be mindful in the use of personal accounts.

1. Be aware that any information you make public could affect how people perceive the Society for Musicology in Ireland. When talking about or promoting the activities of the Society for Musicology in Ireland, users should be clear that their views do not necessarily represent the position or opinion of the Society for Musicology in Ireland.
2. Personal websites or profiles may state your connection to the Society for Musicology in Ireland. Should you highlight your affiliation with the Society for Musicology in Ireland, it is important to employ online conduct that maintains our reputation.
3. Those members in reputable academic positions, well known in their field of expertise, must take particular care when expressing personal views as they may be understood as an expression of those of the Society for Musicology in Ireland.
4. Use common sense and good judgement. Be aware of your association with the Society for Musicology in Ireland and ensure your profile and related content is consistent with how you wish to present yourself to the public, colleagues, and institutions.
5. Should society members be approached by the press relative to their social media content about the Society for Musicology in Ireland, the social media subcommittee welcomes any request for advice.
6. When representing the SMI, which is a charity, members are expected to comply with the An Rialálaí Carthanais/Charities Regulator's guidance on the promotion of political causes. Members who are politically active in their spare time need to be clear in separating their personal political identity from that of the Society for Musicology in Ireland and avoid potential conflicts of interest.

The SMI's charitable status carries special conditions related to the promotion of political causes. For further information, see the An Rialálaí Carthanais/Charities Regulator's "Guidance on Charities and the Promotion of Political Causes" document:

<https://www.charitiesregulator.ie/media/1391/guidance-on-charities-and-the-promotion-of-political-causes.pdf>

7. Never use the Society for Musicology in Ireland's logos or trademarks unless approved to do so. The current logo (version 3) is the only version which should be used. Each social media channel has bespoke logo materials which should not be changed. Permission to use logos should be requested from the sitting council. These logos are archived by the SMI Honorary Secretary, the SMI Web Administrator, and the SMI Social Media Subcommittee Chair.
8. Always protect yourself and the society. Be careful with your privacy online and be



cautious when sharing personal information. What you publish is widely accessible and will be around for a long time, so do consider the content carefully. Be mindful you are using social media sites at work, it is important that you do so safely. Your institution or place of work should have a social media or I.T. policy that relates to your use of their internet services for social media purposes.

9. Think about your reputation as well as that of the Society for Musicology in Ireland. Express your opinions and deal with differences of opinion respectfully. Don't insult people or treat them badly and remain respectful of others and their opinions. Be polite and the first to correct your own mistakes.
  
10. We encourage members to share tweets and posts that we have issued. When online in a personal capacity, you might also see opportunities to comment on or support the Society for Musicology in Ireland and the work we do. Where appropriate, and using the guidelines within this policy, we encourage members to do this as it provides a human voice and raises our profile; however, if the content is controversial or misrepresented, please highlight this to the social media subcommittee who will respond as appropriate.

## **Further info**

### **Libel**

Libel is the publication of a false statement that is damaging to a person's reputation. A written statement published online or made in print to someone other than the person defamed constitutes libel. Whether users are posting content on social media as part of their job or in a personal capacity, they should not bring the Society for Musicology in Ireland into disrepute by making defamatory comments about individuals or other organisations or groups. Be vigilant also to moderate the activities of users who may not be officially affiliated with the SMI, but who interact with our social media accounts.

### **Copyright law**

It is critical that all administrators abide by the laws governing copyright, under the Copyright and Related Rights Act, 2000. Never use or adapt someone else's images or written content without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

### **Confidentiality**

Any communications that social media users make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that the Society for Musicology in Ireland is not ready to disclose yet, or, information related to awards or conference proceedings.

### **Discrimination and harassment**

Users should not post content that could be considered discriminatory against, or bullying or harassment of, any individual, on either an official Society for Musicology in Ireland social media channel or a personal account. For example:

- making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief
- using social media to bully another individual
- posting images that are discriminatory or offensive or links to such content

Activities of this kind must not be tolerated and immediately removed.

### **Protection and intervention**

The responsibility for measures of protection and intervention lies first with the social networking site itself. Different social networking sites offer different models of interventions in different areas. For more information, refer to the guidance available on the social networking site itself; for example, Facebook. If, however, a society member or social media user considers that a person/people is/are at risk of harm, they should report this to the subcommittee immediately.

### **Under 18s and vulnerable persons**

Young and vulnerable people face risks when using social networking sites. This is potentially important for our student members. They may be at risk of being bullied, publishing sensitive and personal information on their profiles, or from becoming targets for online grooming.

Where known, when communicating with young people under the age of 18 via social media, members should ensure the online relationship with the Society for Musicology in Ireland

follows the same rules as the offline ‘real-life’ relationship. Members should ensure that young people have been made aware of the risks of communicating and sharing information online and given guidance on security/privacy settings as necessary. Members should also ensure that the site itself is suitable for the young person and the Society for Musicology in Ireland’s content and other content is appropriate for them.

### **Responsibilities and breach of policy**

Everyone is responsible for their own compliance with this policy. Participation in social media on behalf of the Society for Musicology in Ireland is not a right but an opportunity, so it must be treated seriously and with respect. For users, breaches of policy may incur punitive action, depending on the severity of the issue. Users who are unsure about whether something they propose to do on social media might breach this policy, should seek advice from the subcommittee.