

Stevenage Lytton Players

Communications and Social Media Policy



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Authored by:	SLP Trustees
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1. Purpose and Scope

- 1.1. This policy sets out how members, volunteers, and representatives of Stevenage Lytton Players (“the CIO”) should communicate on behalf of the CIO, including use of email, WhatsApp, Facebook, social networks and mailing platforms such as MailChimp.
- 1.2. This policy applies to trustees, committee members, production teams, volunteers, and any member communicating in an official capacity.

2. Principles

- 2.1. All communication must be:
 - Timely
 - Clear, respectful and appropriate
 - Aligned with the CIO’s values and Code of Conduct
 - Compliant with Safeguarding and Data Privacy policies
 - Transparent and authorised when speaking on behalf of the CIO

3. Official Channels

- 3.1. The CIO may use:
 - Email (official committee emails or production group emails)
 - WhatsApp or similar (e.g. SMS, Messenger) for rehearsals and internal coordination
 - Facebook Pages and Groups
 - Instagram or other social media
 - MailChimp (or equivalent) for email broadcasts
 - Website and Box Office platforms
- 3.2. Only Trustees or delegated committee members may create official accounts or mailing lists.

4. Use of Social Media

- 4.1. When posting publicly:

- Only authorised individuals may post as “Stevenage Lytton Players” or “Stevenage Lytton Youth Theatre.”
- Content must positively represent the CIO.
- Content should only include information relevant to or of interest to the CIO and its members
- Confidential, personal or sensitive information must never be shared.
- Permission must be obtained before posting identifiable photos or videos of members (especially Youth members).
- Comments, messages and posts should be respectful and non-discriminatory.

4.2. Members’ personal social media must not:

- Bring the CIO into disrepute
- Breach confidentiality
- Harass or bully other members

4.3. Breaches may be handled under the Disciplinary Policy & Procedure.

5. WhatsApp, Facebook Messenger & Group Chats

5.1. Group chats should be used only for relevant organisational purposes.

5.2. Admins must remove outdated or inactive participants.

5.3. Youth groups must follow strict safeguarding rules (e.g. no one-to-one messaging with minors; parents/carers included in all youth communications).

5.4. Personal data (e.g. sharing phone numbers) must follow the Data Privacy Policy.

6. MailChimp and Email Marketing

6.1. Only individuals authorised by the Trustees may send broadcast marketing communications.

6.2. Mailing lists must be maintained in line with UK GDPR (opt-in, consent, unsubscribe options).

6.3. Content must be timely, accurate, relevant and professional.

7. Crisis or Incident Communications

7.1. No member may make public statements (including on social media) about accidents, safeguarding incidents, disputes or complaints. Only the Chair or a delegated Trustee may speak publicly in such cases.

8. Accountability

8.1. The Trustees are responsible for this policy and for ensuring compliance.

9. Reviewing This Policy

9.1. The Trustees will review this policy at least annually or earlier if:

- legal or regulatory changes occur,
- related policies are updated, or

- an incident highlights the need for revisions.

9.2. Feedback from members may be considered when updating the policy.

Approved by the Trustees of the Stevenage Lytton Players

13 December 2025

