

SOCIAL MEDIA GUIDELINES FOR PARENTS, CAST AND CREW

Social Media is a term used to describe the type of media that is based on conversation and interaction between people online. Digital words, sounds and pictures are typically shared via the internet and the value can be cultural, societal or even financial.

Currently, BCCT has active accounts with:

- Facebook (fan page): www.facebook.com/bcct
- Instagram (cast-only private page): www.instagram.com/bcctcast
- Instagram (fan page): www.instagram.com/bcct_cinderella
- Twitter: twitter.com/bcctinfo

We think that social media is an important tool to use to publicize information about BCCT. To put our best foot forward we created the following social media policy. These social media guidelines are in place to promote responsible cast/crew communication with conversations that shape the image of BCCT. We understand that you are excited about your child's performance but we ask you to review and respect these guidelines.

What Can You Post

These are topics that have been preapproved and are ok for you to post or share about on your personal social media channels. We encourage you to SHARE, not just LIKE.

1. Upcoming auditions
2. Upcoming shows.
3. Any fundraising events and sponsorships
4. Contests including voting for BCCT
5. Countdown posts
6. "I'm going" posts
7. Anything given the "green light" to post i.e. photos and/or video posted on BCCTs Facebook page or public Instagram/Twitter accounts

What Should NOT Post

1. Rehearsal photos/videos. We do not want to show unfinished costumes/hair/make up.
1. Videos of any show. Not only is it against our policy, it is illegal and rude to other patrons.
2. Any content on the private bcctcast Instagram account.

Enforcement of the Social Media Policy

If the policy regarding social media use is broken, you risk your child not being cast in future productions.

Whom to Contact About Social Media Questions

If you have a question regarding a social media message, what information you can share with your followers or even a question on this policy, please contact Kendra or JoAnne.

Parent/Guardian Signature _____