



December 2018

THEATRE UNLIMITED PERFORMING ARTS SOCIAL MEDIA POLICY

Introduction

Theatre Unlimited Performing Arts (TUPA) is a community-based musical theatre group established in Mississauga in 1989. The group is committed to supporting the arts and culture in the City of Mississauga by entertaining the community with quality musical theatre productions. In addition to producing a musical production each year, TUPA is committed to offering individuals an inclusive and family-friendly, community theatre organization in which to become involved.

Anyone posting on social media on behalf of TUPA must keep the group's mission and core values in mind. Social media includes, but is not limited to, Facebook, Twitter, Instagram and SnapChat.

Social Media Strategy

The primary purpose of social media marketing efforts is to create and raise awareness of TUPA in the city of Mississauga and surrounding communities, to build a loyal community and to increase ticket sales for the Encore Series production.

Theatre Unlimited Social Media Accounts

The Board of Directors may determine who has access to TUPA's social media accounts and who has authority to post on behalf of the group. At least one individual who has access to the social media accounts shall be designated to monitor online conversations and respond to comments or questions.

The Board of Directors may establish general guidelines for sharing content on TUPA's social media accounts. Generally, any content posted should reflect the mission and core values of TUPA and further the goals mentioned in the Social Media Strategy.

In accordance with TUPA's Privacy Policy, signed waivers shall be obtained from cast members granting TUPA permission to use photos on social media channels.

Facebook Groups

Separate Facebook groups may be set up for each TUPA production. The show's Producer(s) and any other person they designate shall act as the group Administrator. The privacy setting for the Facebook group shall be set as "Secret" so that members are the only ones who can see the posts. Membership in the group shall generally be restricted to the production team, Board Members, cast and crew. Each Facebook group is a place for cast and crew to post information, questions, and comments regarding rehearsals or the production. Any information posted that does not relate to the production may be deleted by the Administrator.

Use of Social Media by Cast Members

Cast members and anyone else involved in the production are required to abide by any limitations established by the show's Producer(s) regarding posts on social media relating to the show.

Updates to Policy

This Policy shall be reviewed at least annually, or by schedule of review, and may be updated from time to time, as appropriate.