



SOCIAL MEDIA

This policy establishes a set of rules and guidelines for any activity and participation in “social media” by all Iron Crow Theatre “users.” These rules are intended to be adaptable to the changes in technology and norms of online communication and behavior, and may be amended by the Theatre at any time, for any reason, without notice to users.

DEFINITIONS

The term “social media” applies to any web-based and/or mobile technologies, in use now or developed in the future, that enable individuals or entities to disseminate or receive information, communicate, or otherwise interact, and includes, without limitation, email, texting, messaging, social networking, blogging, micro-blogging, bulletin boards, and so on, through providers such as Facebook, LinkedIn, MySpace, Twitter, Instagram, YouTube and/or others. The term “users” refers to all volunteers of Iron Crow Theatre.

ONLINE RESPONSIBILITY

You are personally responsible for any of your social media activity conducted with an Iron Crow Theatre email address or on an Iron Crow Theatre website or page, and/or which can be traced back to an Iron Crow Theatre domain, and/or which uses Iron Crow Theatre’s Electronic Systems and/or which expressly or implicitly identifies you as a volunteer of Iron Crow Theatre.

COMMUNITY GUIDELINES

We at Iron Crow Theatre want to foster community interactions online that are safe and respectful to all of our volunteers, artists, and patrons. In order to ensure this is the case, we have set the following community guidelines for our social media platforms and accounts. If you have any questions about these guidelines, please email community@ironcrowtheatre.org.

We do not condone hate speech, i.e. speech that attacks a person or group on the basis of attributes such as race, religion, ethnic and/or national origin, disability, sexual orientation, or gender identity and/or expression.

We do not condone inflammatory speech, i.e. speech intended primarily to incite anger, verbal abuse, harassment, etc.

We do not condone speech that verbally attacks the organization as a whole or any of our volunteer staff, Board members, guest artists, patrons, or anyone else affiliated with Iron Crow Theatre.

We expect Iron Crow Theatre staff, volunteers, Board members, and guest artists to identify themselves by name and, if applicable, their role at Iron Crow Theatre when they comment on Iron Crow Theatre's social media accounts or use an Iron Crow Theatre's social media account's direct message system. If they neglect to do so, which could happen unintentionally, you may always ask who you are corresponding with.

COMMENT MODERATION GUIDELINES

On social media platforms with commenting features, comments from community members are moderated by designated Iron Crow Theatre volunteers. Comments will be deleted if they are off-topic (not directly related to the content posted) or if they do not adhere to our online community guidelines above. Specifically on Iron Crow Theatre's Facebook page, all comments will remain automatically hidden until approved (unhidden) or not approved (deleted).

If a comment is deleted, a moderator will attempt to contact the individual who posted the comment to follow up and briefly explain the reason. If an individual does not see communication from a moderator after the comment has been deleted, the individual may contact us directly by emailing us at community@ironcrowtheatre.org for clarification.

Due to the limited time of our volunteer moderators, commenters who repeatedly leave comments that must be deleted will be blocked. (See comment moderation guideline 1.) Users that have blocked our moderators will also be blocked.

If there is any "gray area" or doubt regarding whether something should be deleted, then our moderators will consult with other Iron Crow Theatre volunteers to make a final decision.

Please Note: Our moderators can't always definitively determine the intention behind a comment. We know that sometimes meaning and intention gets lost in written text, but if it seems like it does not adhere to our online community guidelines, then we have to treat it that way.

EXISTING POLICIES AND TERMS OF USE

Observe and follow (i) existing Theatre policy and agreements, including this Volunteer Handbook, (ii) the policies of the particular online/social networking venue, and (iii) applicable law. This means that you are prohibited from using social media to post or display comments about volunteers of the theatre or the Theatre itself that are vulgar, obscene, threatening, intimidating, or a violation of the Theatre's workplace policies against discrimination, harassment, or hostility on account of age, race, religion, sex, ethnicity, nationality, disability, or other protected class, status, or characteristic protected by state, local or federal law. Thus, the rules in the Theatre's Volunteer Handbook, including its electronic communications policies and anti-harassment and discrimination policies apply to volunteer behavior within social media and in public online spaces. Most websites, including Facebook and others, have rules concerning the use and activity conducted on their sites. These are sometimes referred to as "Terms of Use." You must follow the established terms and conditions of use that have been established by the venue and not do anything that would violate those rules. Do not post any information or conduct any online activity that may violate applicable local, state or federal laws or regulations. Any conduct which under the law is impermissible if expressed in any other form or forum is impermissible if expressed through social media.

PRIVACY

Before sharing a comment, post, picture or video about or from a friend or colleague through any type of social media, it is a good practice to be courteous and first obtain his or her consent. It also is inappropriate to use or disclose personal information (as explained below) about another individual or use or disclose the Theatre's confidential or proprietary information in any form of social media. For purposes of this Policy, personal information means an individual's Social Security number, financial account number, driver's license number, medical information (including family medical history) and other highly sensitive information. Iron Crow Theatre confidential or proprietary information includes the Theatre's financial data, future business performance and business plans, business and brand strategies, and information which is or relates to Theatre trade secrets. All Theatre rules regarding Theatre confidential or proprietary information and personal information, apply in full to social media, such as blogs or social networking sites. For example, any information that cannot be disclosed through a conversation, a note, a letter or an e-mail

also cannot be disclosed in a blog or on social media platforms. Sharing this type of information, even unintentionally, can potentially result in harm to the individual, harm to the Theatre's business, and ultimately you and/or the Theatre being sued by an individual, other businesses or the government. Before posting any online material, ensure that the material is not knowingly false; you should also never post anything that is maliciously false. Before posting a comment or responding to a blog, think before sending. If you are unsure about the effects of the post or other online action, you may wish to reach out to the Managing Director for assistance, particularly when unsure about a response to another volunteer or a patron.

INTERACT ON YOUR TIME

The Theatre respects the right of any volunteer to participate in social media, such as maintaining a blog or participating in online forums. However, to protect the Theatre's interests and to oversee volunteers' focus on their duties, volunteers must avoid use of social media during time at the theatre.

AVOID PERSONAL ATTACKS, ONLINE FIGHTS, AND HOSTILE PERSONALITIES

If a blogger or any other online influencer posts a statement you disagree with, you can voice your opinion. Try to understand the other person's point of view. Additionally, for the safety of everyone, avoid communicating with hostile personalities that indicate a threat to your safety or the safety of your co-workers or other Theatre volunteers, or the theatre itself.

IDENTIFY ANY COPYRIGHTED OR BORROWED MATERIAL

When publishing any online material through social media that includes another's direct or paraphrased quotes, thoughts, ideas, photos, or videos, always use citations and link to the original material where applicable. Should you have any questions about this policy, please see the Managing Director.

CORRECTIVE ACTION

Violations of the theatre's social media policy may result in coaching, reprimand, suspension or termination of the volunteer's relationship with the theatre. In addition, Senior Administration reserves the right to ask that any social media posts that violate this policy be removed.

IRON CROW THEATRE
BALTIMORE'S AWARD-WINNING PROFESSIONAL QUEER THEATRE

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