



# **MEDIA POLICY**

## **CADETS ARTS & ENTERTAINMENT, INC.**

This policy governs the publication of and commentary on social media by representatives of The Cadets. For the purposes of this policy, Social Media refers to any facility for online publication and commentary, including, without limitation, blogs, wikis and social networking sites such as Facebook, Twitter, Snapchat, Tumblr, YouTube, Pinterest, Instagram, SoundCloud, Flickr and LinkedIn. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the Internet.

**Representatives** refers to employees, contractors, volunteers, members, and any others who the public may perceive to be representatives of the organization.

### **Conduct on Personal Social Media Accounts**

The Cadets representatives are free to publish or comment via social media in accordance with this policy. The Cadets representatives are subject to this policy to the extent that they identify themselves as a representative of the organization.

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary. All uses of social media must follow the same ethical standards that The Cadets representatives must otherwise follow, including those documented in The Cadets Code of Conduct.

### **Keep Confidential Information Confidential**

Representatives are permitted to discuss their work and have a dialog with the community, but it is not permissible to publish confidential information. Confidential information includes but is not limited to unpublished details about The Cadets current and future projects, products, and programs; including, but not limited to, special announcements and elements of show designs, financial information, lawsuits, research, trade secrets (as The Cadets must remain mindful of the competitiveness of its industry), or any other information deemed and communicated as inappropriate to share with the general public.

### **Respect The Law**

It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including The Cadets own copyrights and brands. Always attribute such work to the original author/source. It is good general practice to link to others' work rather than to reproduce it.

Be sure to obey all laws and regulations governing the creation, posting, sharing, or distribution of explicit content as well as cyberbullying/harassment. The Cadets does not tolerate cyberbullying/harassment in any form.

### **Respect Your Audience, Our Non-Profit, and Your Colleagues**

The general public, as well as The Cadets representatives and customers, reflect a diverse set of customs, values, and points of view. Do not publish any words, photographs, or recordings that contradict or conflict with The Cadets website and values. Be yourself, but do so respectfully. The Cadets will not tolerate ethnic slurs, offensive comments, defamatory comments, personal insults and obscenity. Additionally, proper consideration must be paid to privacy and topics that may be considered objectionable or inflammatory, such as politics and religion. Use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of The Cadets.

### **Protect The Cadets Customers, Business Partners, and Suppliers**

Customers, partners, and suppliers should not be cited or obviously referenced without their approval. Never identify a customer, partner, or supplier by name without permission, and never discuss confidential details of customer engagement. It is acceptable to discuss general information about kinds of projects and to use non-identifying pseudonyms for a customer (e.g., Customer 123) so long as the information provided does not violate any non-disclosure agreements that

may be in place with the customer or make it easy for someone to identify the customer.

## **Controversial Issues**

If you see misrepresentations of The Cadets in the media, you may point that out, but always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Alternatively, you may report the misrepresentation to The Cadets Marketing Manager to address.

## **Consider The Consequences**

Consider what might happen if an employee of The Cadets is in a meeting with a customer or prospect, and someone on the customer's side pulls out a print-out of your blog and says, "This representative of The Cadets says that product is terrible."

Once again, it's all about judgment: Using your blog to trash or embarrass The Cadets, our customers or partners, or your colleagues is ill-advised and may be subject to discipline in accordance with the Code of Conduct.

## **Disclaimers**

Many social media users include a prominent disclaimer identifying their employer and stating that they do not speak for the company officially. This is good practice and is encouraged, but do not count on it to avoid trouble, as it may not have much legal effect.

## **Enforcement**

Policy violations will be subject to disciplinary action, up to and including termination for cause.

**If in doubt over a post, or if something does not feel quite right, ask someone else to look at it first before posting. When in doubt, don't post!**

## **The Cadets Social Media Accounts**

This section refers to all official current, former, and future social media channels of The Cadets, including, but not limited to, The Cadets, Cadets<sup>2</sup>, Cadets Winter Guard, and Cadets Winter Percussion accounts on Facebook, Twitter, Snapchat, Tumblr, YouTube, Pinterest, Instagram, SoundCloud and Flickr.

## **Setting up Social Media Accounts**

Permission and assistance in setting up social media accounts and their settings must be obtained from The Cadets Marketing Department or Chief Operating Officer. All accounts and sub-accounts on any platform must first be submitted for approval to the Marketing Manager or Chief Operating Officer. In order to get your Cadets-branded account or sub-account approved you must adhere to the following:

- All login information, including username and password, must be shared with the Marketing Manager. This includes any password changes.
- A designated person of contact must be named for the account and any contact changes must be reported to the Marketing Manager.
- All social media policies must be followed. All Cadets-branded accounts will be constantly monitored.
- A staff member of The Cadets must be one of the account administrators.

## **Account Management**

Each of The Cadets social media accounts should be managed with professionalism and the intent to extend excellent customer service to the public. Representatives who are granted the ability to post in the name of The Cadets or its constituents on social media should use the same care that would be taken in publishing press releases and emails.

In addition, representatives should not speak for themselves when posting as the organization, but for the organization as a whole. The use of first person is inappropriate when posting in the name of any The Cadets constituents.

## **Responding to Questions/Complaints/Concerns**

Representatives charged with maintaining The Cadets social media accounts are responsible for promptly answering all questions received via messages, comments and tweets in a gracious and professional manner. This is not the time for a

first-person response since the employee is responding as the organization. In this case, it is often appropriate to simply refer the person to the correct office employee's email address or phone number for further assistance. However, if the answer is known, it is best to provide it as quickly and politely as possible.

In all other circumstances, performers, venues, volunteers and staff of The Cadets should be shown in a positive light on social media. Representatives who represent The Cadets in social media should use good judgment when selecting photos to share, and if there is a question as to whether a photograph or post is inappropriate for public view, it should not be published.

### **Deleting User Content**

As a general rule, managers of accounts should never delete comments, questions or critiques posted by users on any social media account, even if they portray the organization negatively. Instead, the issues should be addressed professionally in an effort to repair the relationships or at least maintain a standard of customer service and honesty. However, comments may be hidden if they are explicit in nature and inappropriate for all audiences. In this case, employees should consult with at least one member of the Marketing Department to confirm the decision to delete.

### **Snapchat Use Policy**

If using Snapchat as a representative who is not a part of the Marketing Department, you must sign on with an introduction and sign off at the end of your time operating Snapchat.

You may not promote your own social media channels. The Snapchat represents the entire organization and is not a mode for you to grow your following. You may promote any pre-approved accounts or sub-accounts.

No cursing, profanity, or inappropriate behavior.

No "charged" posts or comments, including racial stereotypes, talk of politics, accents, etc. When in doubt, assume that you shouldn't do it.

Do not incite or endorse alcohol, smoking, drugs, violence, etc. This should be self-explanatory.

No spoilers! Any information that has not been released to the public may not be shared on Snapchat.

Don't speak poorly about The Cadets, any of The Cadets programs, any other organization, or group. The world is watching.

Any violations of the rules above may be cause for immediate removal of the user from the platform and a ban on any subsequent content production from said person.

### **EXTERNAL ORGANIZATIONAL MEDIA POLICY**

This section refers to videos, photos, interviews, podcasts, documentaries, etc. that are produced outside of The Cadets organization.

#### **Contact With External Media**

Representatives of The Cadets will not agree to interviews or statements from press or media outlets outside of the organization without prior approval from the Chief Executive Officer or the Chief Operating Officer and without notifying the Marketing Department. This includes local news outlets, national or international news media or "marching arts" specific media.

Members of The Cadets will not agree to participate in account "takeovers" without first gaining the approval of the Marketing Department.

Employees and members of The Cadets will not invite outside media to rehearsals or shows without first clearing it with the Chief Executive Officer, Chief Operating Officer and Marketing Department.