

MUSIC. THEATRE. WALES.

Social Media Policy

Last reviewed: June 2025

Next review due: June 2026

Music Theatre Wales enthusiastically participates and engages with social media. The online world gives us opportunities to tell people about our work, to articulate what's important to us, and to engage with the broader cultural sector, as well as allowing audiences to communicate with us directly.

However, whilst social media offers many benefits, it also has drawbacks. Information, images and opinions posted online are visible to the world and can be shared, commented on and used to damage our reputation and credibility.

All Music Theatre Wales staff, including full time and part time staff, freelance workers, Board members and volunteers are required to read this policy and adhere to the guidance below. This document should not deter you from using social media but should clarify our expectations of your conduct online and your representation of Music Theatre Wales.

DOs

- Do consider tagging us when posting about working with us. We're most active on Instagram (@musictheatrewales), TikTok (@musictheatrewales) and Facebook (@musictheatrewales). We also have a presence on X (@MTW_tweets), and Bluesky @musictheatrewales.bsky.social, though we use these less frequently.
Do consider using specific production hashtags and the handles of any production partners (ask dylan@musictheatre.wales for details of these)
- Do conduct yourself online as you would if you were in the office or rehearsal room – treating others with respect, compassion and kindness
- Do share your ideas for making our content interesting and creative – email dylan@musictheatre.wales or speak to a member of the team at rehearsals
- Do make clear that views expressed are your own when posting about working with MTW
- Do be mindful that once you have posted something, it is out in the public domain. If in doubt, check before posting.
- Do follow the terms and conditions for social networking sites
- Do use image descriptions or alt text when posting from MTW accounts to help make content more accessible.

DON'Ts

- Don't post sensitive, private or confidential company information (e.g. future productions which haven't been announced, auditions, company policies etc).
- Don't post negative comments or remarks about Music Theatre Wales, our partner organisations or our venues.

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- Don't get drawn into heated debates or discussions. If someone responds negatively to your post, get in touch with dylan@musictheatre.wales or speak to a member of the team and seek their advice before responding.
- Don't share other people's work and image without their consent. Music, designs and individual performances are all property so don't share them unless you have permission. If you're not sure if you need permission, ask a member of the MTW team.
- Don't post online whilst under the influence of alcohol or drugs.
- If you're unsure whether permission has been granted, check with a member of the MTW team before posting.