



## Lost Chord UK **Social Media Policy**

### **Purpose:**

Lost Chord UK recognises the importance of social media in promoting our mission to improve the lives of people living with dementia through the transformative power of music. This policy outlines our guidelines and expectations for the responsible use of social media by our team, partners, and agencies to ensure a positive and consistent online presence.

### **Scope:**

This policy applies to all individuals and entities associated with Lost Chord UK, including employees, volunteers, partners, and agencies engaged in promoting our work on social media platforms.

### **Safeguarding role models**

Safety and Protection in the Digital Age

At Lost Chord UK, ensuring the safety of vulnerable people, including those living with dementia and their caregivers, in the digital sphere is of utmost importance to us. In our efforts to inspire and support them, we recognise the significance of safeguarding practices not only in physical settings but also online. Our commitment extends to creating a secure environment for individuals engaging with our content on social media platforms.

Our policy emphasises the promotion of positive and respectful behaviour among all users, including our supporters and the individuals we serve. We provide educational resources and clear guidelines to foster responsible online conduct, promoting mutual respect, empathy, and kindness in all interactions. By adhering to these principles, we aim to empower our community members to navigate the digital landscape confidently, knowing they are protected from potential online risks. Together, we cultivate a safe and supportive online space where everyone can thrive.

## **Guidelines:**

1. **Alignment with Our Mission:** All social media content and communications should align with LCUK's mission improving the lives of people with dementia and other neurological conditions through music. Posts and engagements should reinforce our commitment to fostering positive support for people with dementia and other neurological conditions and their carers.
2. **Exclusion of Harmful References:** In line with our dedication to promoting healthy and positive lifestyles for people with dementia, references to the promotion of alcohol, gambling, drugs, and any other content that may be detrimental to people are strictly prohibited in all social media posts, images, and promotions related to LCUK's.
3. **Positive Imagery:** All images and visual content used in social media promotions should convey a positive and inspiring message. The use of images that may be offensive, discriminatory, or detrimental to our cause is strictly prohibited.
4. **Consistency and Accuracy:** Information shared on social media should be accurate and consistent with LCUK values and goals. Care should be taken to avoid disseminating false or misleading information.
5. **Respect and Privacy:** When interacting with people or organisations on social media, respect their privacy and rights. Do not share personal information without consent and engage in respectful and professional communication.
6. **Appropriate Tone and Language:** Maintain a professional and respectful tone in all social media interactions. Avoid the use of offensive, discriminatory, or inappropriate language.
7. **Transparency:** If you are affiliated with Lost Chord UK when posting about our work, clearly disclose your association and relationship to maintain transparency.

## **Guideline: Usage of Images, Copyright Laws, and Intellectual Property**

1. **Respect Copyright Laws:** When posting images, videos, or any other content on social, ensure that you have the necessary permissions to use copyrighted material. Do not use copyrighted content without approved and signed authorisation, attribution, or a valid license.

2. LCUK's-owned Content: If you are using images or content owned by Lost Chord UK, make sure that you comply with our internal policies regarding the usage of such material. This means obtaining appropriate permissions or licenses as needed.

3. User-Generated Content: If sharing content created by others, seek permission from the content creator or clearly attribute the content to its source. User-generated content should be used in a respectful and lawful manner.

4. Protect Intellectual Property: Respect the intellectual property rights of others. Do not use logos, trademarks, or other proprietary information without proper authorisation. If in doubt, seek legal advice or guidance from the LCUK's team.

5. Obtain Consent: When featuring people in images or content on social media, ensure that you have obtained their consent for such usage, especially if the content relates to vulnerable or young people, unable to give consent. Consent forms or agreements must be retained for reference.

6. Public Domain and Creative Commons: When using content from the public domain or under Creative Commons licenses, be sure to comply with the specific terms and conditions associated with that content, including proper attribution and adherence to usage restrictions.

By adhering to the guidelines, we can protect our LCUK's from the risk of costly legal disputes and litigation claims related to copyright infringement and intellectual property rights while maintaining a positive and respectful presence on social media.

### **Responsibilities:**

1. LCUK's Team: Members of the LCUK's team are responsible for upholding and promoting these social media guidelines. They should also promptly report any violations or concerns related to social media content to the CEO.

2. Partners and Agencies: Agencies and outsource partners engaged in social media promotions on behalf of LCUK's are expected to adhere to these guidelines and promote the positive "message of improving lives for people with dementia and other conditions through the transformative power of music" image of our work.

3. Regular Audits: We will periodically audit the content on across Lost Chord UK's social media channels to ensure that all images, videos, and other materials comply with copyright laws and intellectual property rights. Remove any infringing content promptly.

4. Educate Team Members: We will provide training and guidance to musicians, volunteers, partners, and subcontractors involved in social media management about copyright laws, intellectual property, and the proper usage of images and content.

**Consequences of Violations:**

Violations of this social media policy may result in corrective actions, which could include a request for content removal, suspension of social media privileges, or the termination of partnerships or agreements.

**Review and Updates:**

This policy will be periodically reviewed and updated to reflect changes in technology and social media trends. Updates will be communicated to all relevant parties.

By following these guidelines, we can maintain a positive and consistent online presence, reinforcing our mission to improve the lives of people with dementia through music and build better communities to support them.

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