



SOCIAL MEDIA POLICY

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STATEMENT AND SCOPE

All of you are viewed as members of a very select group that has been held to a very high standard. You were chosen to be part of the Kids From Wisconsin legacy. Factors that placed our current troupe members ahead of so many other proficient performers were; musical superiority, high moral character, personality, and the ability to accept disciplined direction. Your professionalism on and off stage will be imminent.

This social media policy provides parameters in order to guide our troupe members, understudies, staff, board members and volunteers when social media is used, not only on the Kids From Wisconsin platforms, but also on troupe and staff personal pages, whether set up for public OR private viewing.

The experience you will gain in the program designed for you will be immeasurable, and should be helpful in all your future years, in and out of music.

As a KID you have a grave responsibility as an ambassador of our KID Family, your community, and your state. ALL Eyes will be upon you as a representative of the organization. This includes your personal pages on social media.

Kids From Wisconsin and social media dialogue.

Social Media Tips:

- Be selective. There are a variety of digital platforms available. Be sure you use the right medium for the message. For example, do not use a Facebook post to communicate sensitive information.
- Be smart. Social media posts are often visible to the entire public and can/will be shared by others in various ways that cannot be controlled. Be extremely wise with the content posted.
- Use grace! Always make sure you are withholding K.I. (KIDS Image) when utilizing social media. For example, if someone has offended you, consider speaking with them privately on the matter. Do not post offensive responses publicly. Language and perception of the post must be in check.
- Always think before posting or sharing any questionable material.
- Team members whose bios appear with the Kids From Wisconsin are solely responsible for the content they publish online, including content from their own social media pages. It

must be absolutely clear that all views/posts do not reflect negativity, hate, violence, questionable behavior, harassment, foul language or racial epithets. Your posts will be a reflection on the KIDS organization.

- Many audience members, board members, other KIDS family members and alumni will more than likely browse for a current KID, Board, or staff member to learn more about this year's selection of talent. Take time now for a social media checkup. Take care of anything that may cause concern to the organization.
- As a member, own and amplify the Kids From Wisconsin's message when possible.

Fan Inquiries

It is advisable that all troupe members or understudies ***do not friend people they do NOT know.*** If messaged by an audience member, either block or ignore the message. Even if it was flattering.

Questionable content

Any posts that are brought to the Kids From Wisconsin's attention that are not following K.I. will be reviewed and member contacted.

TACTICAL GUIDELINES FOR MEMBERS

What kind of information am I not allowed to post related to Kids From Wisconsin on social media?

Video of camp, rehearsals, or other events unless it has been posted to the Kids From Wisconsin page first and then shared by you.

Should I include Kids From Wisconsin info in my social media bio?

Yes, of course. You are a member and hope you are as proud to be a part of it as we are of you.

How do I comply with copyright law on social media?

All Kids From Wisconsin music and videos can only be posted by the organization. Once it is posted publicly by KIDS, you may share.

ANNUAL REVIEW

This policy will be reviewed once per year. All members will be provided with access to a copy.