



Communications Policy 1.1

Date Ratified by Board: 6/14/13

Revised: 11/9/2019

Title: Use of Social Media

Introduction *(Why is this policy necessary)*

Our social media outlets, (currently Facebook, Instagram, Twitter, Youtube, Wordpress, Linked In, Google Groups) are all primary reference points for members of the Association and for those interested in the profession of drama therapy. As such, it is important that our communication effort on these outlets is intentional and relevant.

As Board, Exec, and committee chairpersons change, there needs to be a consistent point of access so that admin control and ownership follows the position and NADTA as an organization – rather than following an individual's personal account.

Objective(s) *(What does this policy seek to accomplish)*

To clarify how the items posted and promoted on our social media outlets are consistent, appropriate, and within the purview of the NADTA.

Scope: *(What are the limits of this policy)*

- Applies to all accounts, pages, sites and groups set up using NADTA's name or acronym in the title or description and/or using "drama therapy alternative training" in the title or description (since this is an NADTA product), including, but not limited to: Facebook, Instagram, and Linked In postings, tweets, blog postings, google groups, yahoo groups and video through our Youtube Channel whether directly or indirectly related to the NADTA. Also applies to opening or postings on any future social media account or site.
- Pages/sites/accounts/groups that are set up as "drama therapy" or other titles not using North American Drama Therapy Association, NADTA, or drama therapy alternative training/track will not be under NADTA's official monitoring or responsibility. An exception to this is the Drama Therapy List Serv on Google Groups, which is monitored and moderated by the NADTA Communications Chair.

Policy *(standard)*

- The President, President-Elect, Communications Chair and any additional NADTA members approved by the current President and Communications Chair comprise

the social media monitoring team and will assume primary responsibility for posting items. They will have access as admins and/or content creators and will also have final approval over content to be posted.

- The sites will be used to promote activities, events, and news generated from the NADTA community in order to best serve the culture and connection of the membership.
- Content will be comprised of relevant material to the field of drama therapy including articles, videos, and news events.
- Accounts will not feature material(s) that promote a single individual or organization seeking extended publicity without consent from the social media monitors.
- All pages/sites/accounts/groups set up under NADTA's name or acronym will be monitored by the Monitoring team or designee. This includes regional, student, or other pages that list NADTA in the title or description.
- The NADTA has a zero-tolerance policy for bullying or hate speech of any kind. If used, your message will be denied and/or deleted, and you will be immediately removed from the social media platform on which it was made. Hate speech is a direct violation of the NADTA Code of Ethics, and as such, NADTA members who utilize hate speech may also be subject to the ethics process and any consequences resulting thereof. Concerns regarding hate speech can be reported using the appropriate channels of the platform, as well as emailed to communications@nadta.org, president@nadta.org, and/or ethics@nadta.org.

Procedures (*execution of directives*)

1. All social media sites:

- All posting requests from outside sources must be made to the Communications Chair.
- The Communications Chair will pass along any questionable items to the President and President-Elect for final confirmation.
- Any Board member or member of the Association may suggest a news item, however all news items must have the approval of the Communications Chair and President in order to be posted.
- The monitoring team must approve the opening of all accounts under NADTA's name. Events will utilize the existing main accounts (instead of setting up new accounts for each event.)
- All accounts/sites/groups/pages using NADTA's name or for an NADTA Chapter or committee will be set up under an NADTA email address when possible. (Preferably communications@nadta.org for most organizational accounts.) When not possible (such as Facebook) multiple Board members will have full admin access.

- Social media sites will be open to public comment/postings at the discretion of the monitors. Postings or comments may be deleted and/or disabled at the discretion of the monitors.
- Postings requesting donations or financial contributions may be deleted at the monitors' discretion.
- On Facebook, NADTA admins will post NADTA sponsored events (including chapter/regional events) and national conferences of related organizations – at the discretion of the monitors.
- Postings about fundraising pleas
 - All postings for fundraising NADTA, or affiliated programs, will be reviewed and approved by the President and treasurer, if applicable, before posting on social media outlets.
- Postings about workshops and classes offered by members and others:
 - Currently anyone can post these to the NADTA Facebook Group under his/her own login. These postings will be viewed by the monitors and allowed on the group as long as they are appropriate and taught by appropriately trained professionals.
 - The NADTA admins will not promote any specific paid workshops or trainings through social media (unless an exception is deemed appropriate by the President and Communications Chair), but will post these on the Drama Therapy Listserv as long as they are taught by an appropriately trained professional (currently the AT manual articulates appropriate training/credentials.) Final approval, if needed, is through the Education Chair.