Guidelines for all members on the use of Social Media

Social Media, and the wider internet provide us with great opportunities to promote the Band, from performances to vacancies and recruiting. Cold Ash Brass has official Facebook and Instagram feeds as well as a Youtube channel. The band has a website www.coldashbrass.org.uk. We also have a Google Groups mass email address, which can be posted to by the Secretary and the MD and a WhatsApp chat.

The guidelines aim to protect individuals within the Band and to encourage all who use these platforms to take responsibility for what they write and post, either in the private groups or @ the Band on any platform. Inappropriate use of social media can pose risks to the Band's reputation and can jeopardise compliance with legal obligations.

Posting and Permission

The Safeguarding Officer keeps record of who has given permission for their images to be used in conjunction with the Band, including for advertising, Social Media, press releases or in funding applications. In the case of under 16's, a signed consent from their parents will have been obtained.

Personal details such as phone numbers and email addresses will never be posted publicly by the Band, and members are asked not to share sensitive information without first obtaining permission. It is worth noting that due to WhatsApp's design, individual's phone numbers may be accessed by anyone else in the group. This can be hidden in WhatsApp's privacy settings, for advice on how to do this please contact the Safeguarding Officer.

When posting images, videos and comments on the Band's pages, it is important to consider the age range of band members involved and to ensure that the content posted is appropriate and in keeping with the ethos of the Band.

Members of the committee will act as "moderators" when it is appropriate to do so.

Individuals

It would be best practice for adult members not to be social media "friends" with the children and young people in the band, particularly on those forms of social media that allow individual private messaging.

Any content which raises a safeguarding concern should be reported to the Safeguarding Officer in line with the Band's Safeguarding Policy.

See the following for further advice and guidance:
https://learning.nspcc.org.uk/safeguarding-child-protection/social-media-and-online-safety https://www.saferinternet.org.uk/

Last reviewed 6 Nov 2025 by Matthew Sanders (Safeguarding Officer)