

Soar Sound Social Media Policy

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1 Document Information

Policy: Soar Sound Social Media Policy

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Planned Review Date: 5th April 2024

Author: Sam Hunt (Operations and Events Director of Soar Sound)

Soar Sound's Safeguarding Officer:

Policy Validity Statement: Policy users should ensure that they are consulting the currently valid version of the documentation. This document will be reviewed one year from its issue date.

Approval: The policy will remain valid, including during its period of review. However, the policy must be reviewed next year and afterwards at least once in every three-year period.

2 Introduction

This policy sets out how Soar Sound will fulfil its statutory duties and responsibilities effectively, both within its own organisation, and for the affiliated groups and members that help with Soar Sound's not-for-profit vision and public purpose objectives.

2.1 Vision

Soar Sound seeks to provide broadcast radio and other online and legacy media services that are not for private gain, with any surplus or assets used principally for the benefit of the community.

2.2 Objects

The objects of the Company are to carry on activities which benefit the community and in particular (without limitation) to carry out radio broadcast and media production services that will benefit communities resident in Leicester and Leicestershire, and in particular, and without limitation, with a focus on public education, wellbeing, mental health, economic development and employment.

Soar Sound supports all services, projects and activities that meet our not-for-profit objectives, as above, through offering publicity in our Soar Sound radio service and other media services.

3 Policy Purpose

The purpose of Soar Sound's social media policy is to guide our engagement with the community and listeners. It ensures that our online activities align with our station's goals, particularly in supporting public education, wellbeing, and community development. The policy emphasises teamwork between presenters and volunteers, crucial for creating a cohesive and respectful online presence that reflects our station's values. This approach is vital for effectively connecting with and serving our community.

This policy provides principles and guidelines for enhancing engagement between station presenters, volunteers, and listeners in Leicester and Leicestershire. It focuses on ensuring online interactions align with the station's objectives, including public education, wellbeing, and community development, and emphasises respectful, accurate content creation, positive engagement practices, consistent identity representation, platform proficiency, mutual promotion, and adherence to community standards. The policy aims to foster a connected, informed community while maintaining the station's values and ethos in all social media activities.

4 Social Media Activity

The focus of Soar Sound's social media policy is to enhance engagement between station presenters, volunteers, and our listeners and followers in Leicester and Leicestershire. It serves as a strategic tool to ensure online interactions are aligned with our station's objectives, fostering a connected and informed community.

- a. **Content Standards:** Posts must align with our mission, focusing on public education, wellbeing, mental health, economic development, and employment. Content should be respectful, accurate, and designed to inform, educate, or entertain our community.
- b. **Engagement Practices:** Engage positively with followers, encouraging dialogue and community participation. Responsiveness to comments and messages should be prompt, courteous, and constructive.
- c. **Identity Consistency:** Ensure all social media interactions reflect Soar Sound's values and visual identity. Use a consistent tone that is professional yet approachable, aligning with our station's ethos.
- d. **Platform Proficiency:** Utilise platform-specific features (e.g., hashtags, stories) to enhance visibility and engagement. Presenters and volunteers should familiarise themselves with the best practices for each platform to maximise their content's impact.
- e. **Responsibility and Respect:** Social media accounts linked to Soar Sound must not share content that could be deemed offensive, divisive, or irrelevant to our mission. Users must respect privacy, copyright laws, and community standards.
- f. **Collaborative Promotion:** Encourage mutual promotion among presenters and volunteers, sharing and supporting each other's content to broaden our reach and foster a sense of community within Soar Sound.
- g. **Compliance and Monitoring:** Soar Sound will monitor social media activity associated with our station to ensure adherence to this policy. Violations may result in coaching, changes to responsibilities, or other actions as deemed appropriate.

By participating in Soar Sound's social media efforts, presenters and volunteers acknowledge their role in representing our station online and commit to upholding the principles outlined in this policy.

5 Checklist for Presenters and Volunteers

Social Media Promotion Checklist for Presenters and Volunteers at Soar Sound

1. **Content Alignment:** Ensure your post aligns with Soar Sound's mission, focusing on education, wellbeing, mental health, economic development, and employment.
2. **Engagement Strategy:** Plan to engage with your audience through questions, polls, or encouraging comments to foster dialogue.
3. **Consistent Branding:** Use Soar Sound's logos, hashtags, and tone of voice to maintain brand consistency.
4. **Cross-Promotion:** Share and promote content from other programmes on the station to support fellow presenters and volunteers.
5. **Celebrating Volunteers:** Highlight the contributions of both on-air and off-air volunteers, sharing stories or achievements that showcase their work.
6. **Visual Content:** Incorporate engaging visuals or short video clips to capture attention.
7. **Schedule Posts:** Use scheduling tools to plan your posts for optimal times when your audience is most active.
8. **Follow Guidelines:** Adhere to Soar Sound's social media policy regarding respectful content and community standards.
9. **Monitor and Respond:** Keep an eye on the engagement your posts receive and respond to comments and messages in a timely manner.
10. **Analytics Review:** Regularly review the performance of your posts to understand what content resonates best with your audience.

This checklist aims to support effective and respectful social media use, promoting a positive and inclusive community around Soar Sound's programming.

6 Monitoring and Review

Soar Sound will monitor and evaluate the information that is appropriately collected in relation to the prevention of bullying and harassment duties, and will make periodic reports to the Director Board, making recommendations for improvements and changes to the Soar Sound's activities and communications.

Signed: Sam Hunt

Position: Operations and Events Director

Date: 9th March 2024

Review Date: 5th April 2024

Soar Sound