

Illinois Theatre Association (ITA) policy on Social Media

The ITA recognizes the importance of the Internet in shaping the public impression about our organization and our current services and offerings. The ITA recognizes and depends upon our members to join in and help shape the public impression and conversation regarding in the ITA through appropriate interaction on all social media outlets. The ITA is committed to supporting honest, transparent, and knowledgeable dialogue on the Internet through social media.

The ITA may maintain several Facebook pages and groups, Twitter accounts, Instagram accounts and groups, as well as accounts on other social media sites. Creation of any social media accounts, pages or groups that are related to any ITA sponsored events must be first approved by the Board, and then created and managed by the ITA Executive Director. The Executive Director is responsible for the security of passwords and upkeep of these accounts, and the assigning of administrative privileges to select ITA Board and Committee Members. The ITA Board may also grant access to other members of staff and volunteers to administer groups on the platforms and to post content as they deem necessary.

Additional access is granted on a project-by-project basis and requires approval by the ITA Board. The Executive Director has authority to act on behalf of the Board, when appropriate, but must immediately notify the Board of any actions taken. Staff and volunteers who are granted access to post or create content in an official capacity must have undergone supervision and, where required, training in appropriate conduct specific to each platform. This access can be revoked by the ITA Board, or Executive Director at any time.

Guidelines for social media managers

- **Protect the privacy of yourself and others.**
- **Respect copyright laws**
- **Monitor conversations and respond to questions in a timely manner**

The ITA social media sites and outlets will be monitored regularly and prompt corrective action will be taking if and when issues arise that place, or has the potential to place, the ITA at risk. If it is felt that a post is threatening in nature or otherwise merits greater concern, contact the ITA Executive Director for advice.