

SILO THEATRE TRUST

Social Media Policy for Cast and Crew

Last Updated February 2026

Background

Silo Theatre seeks to promote free and open online communication. We acknowledge the value of social media as a tool of personal expression, as well as a space to promote our work. These benefits, however, should never be at the expense of the safety of Silo employees, cast & crew, volunteers/interns, audience members, the Silo Trust Board or other contractors (the Silo whānau), or at the expense of the Silo brand.

Purpose

What follows is an outline of the ground rules that apply to the use of social media with regard to Silo Theatre productions and their cast & crews, the Silo whānau and the Silo brand. These guidelines apply to all online conduct in the lead up to, during and following your engagement as a Silo Theatre contractor, during and outside work hours.

A quick definition of what constitutes social media: Social media is online media that allows for interaction and/or participation. Examples include: Social networking and micro-blogging sites like Facebook, Twitter, Tumblr and Pinterest; video and photo sharing sites like Instagram, TikTok, Snapchat and YouTube; and online forums and discussion blogs, including comments on online news articles.

Online Conduct Guidelines

- Silo Theatre has certain expectations for cast/crew conduct, as outlined in the Silo Theatre Code of Conduct - online conduct is no different from other conduct. Cast/crew who engage in the use of online social media are expected to follow Silo Theatre policies at all times. These social media guidelines are in addition to, and not in place of those other policies. Any instances of bullying or harassment behaviour online that affects Silo Theatre and its wider whānau will not be tolerated.
- Cast/crew are not permitted at any time to disclose confidential or proprietary information about Silo Theatre or Silo patrons, employees, contractors, board members, or business partners without their consent.

- Sharing opinions about your co-workers and/or your work at Silo Theatre that are defamatory or derogatory on social media platforms is unacceptable, as well as sharing any personal or intimate knowledge you have about your co-workers.
- It is not appropriate to film, live stream, record or photograph another individual while at work and/or post this imagery on any social media platform without their express permission.
- Violation of Silo policies while using online social media may result in disciplinary action, including dismissal.

Young people:

- It is not acceptable for adults working at Silo Theatre to “friend” young people working at Silo Theatre (17 and under). If an invite is made from the young person, let the young person know that it is company policy to NOT friend and/or connect with young people using social media at this time.
- It is not acceptable for adults working at Silo Theatre to communicate with young people aged 17 and under on any social media platform (eg. Facebook Messenger, Instagram, TikTok, Whats App), except within the specified methods of communication for the production that are made known at the beginning of the rehearsal process.

Silo Theatre asks that you do:

- Share your Silo experience on your social media platforms as often as you can!
- Where possible, share Silo created content from the Silo Theatre page, so that there is a path for your followers to take to Silo Theatre’s social media pages, and so that the correct information is being relayed to your audience (e.g. photography credits, production credits).
- Request the permission of other members of the cast/crew if and when you are posting your own content that includes their image/words through the rehearsal and production process.

Reporting violations of this policy

If you are aware of any violations (or suspected violations) of this policy please notify Silo’s Artistic or Executive Director as soon as possible. If you are able to take screenshots of the violation please do so.

Silo Theatre’s social media platforms - @silotheatre

Facebook: facebook.com/silotheatre/
YouTube: youtube.com/silotheatre/
Instagram: instagram.com/silotheatre/
TikTok: tiktok.com/@silotheatre

Version History

<u>Version</u>	<u>Changes Made</u>	<u>Who</u>	<u>Date</u>
1.2	Reviewed and updated to include TikTok	Tim Blake	Feb 2026
1.1	Formatting updates	Chloe Weavers	2022
1.0	Policy created	Silo Theatre	2019