

# **LARGE PRINT**

## Social Media and Comment Moderation Policy

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[box@blackpoolgrand.co.uk](mailto:box@blackpoolgrand.co.uk)

**THE GRAND**  
THEATRE | BLACKPOOL

# **SOCIAL MEDIA & COMMENT MODERATION POLICY**

Comments received via the Blackpool GRAND THEATRE website and social media.

## **Social Media & Website Chat Platforms**

We encourage and welcome open, lively debate, but the decision to publish comments received via our social media channels or website remains at our discretion. The views expressed by any third parties are solely theirs and are not necessarily endorsed by Blackpool GRAND THEATRE. The option to comment may be closed at our discretion at any time.

## **Moderation Policy**

We ask you to please bear in mind our guidelines when submitting comments.

Where views have been sought, all comments will be considered before the response is published.

## **Moderation guidelines**

We do not pre-moderate comments we receive. 'Pre-moderation' means comments are not published instantly, comments will appear in real-

time. Comments are generally checked by moderators who will monitor the site during normal working hours (0900 – 1730, GMT, Monday to Friday) and aim to address any issues as quickly as possible.

We are not out to censor your views. We encourage open discussion. The aim is to ensure that comments relate to the particular subject being discussed. Moderation will not be used to suppress legitimate, reasoned discussion.

Sometimes a comment might be hidden whilst we seek validation of accuracy or gather information from various sources to be included in our response to a question.

We will allow comments for publication as long as they:

- are on-topic. Please don't post messages that are not related
- respect other people. Comments should not be malicious or offensive in nature, and should not constitute a personal attack on a person's character
- don't incite hatred on the basis of race, religion, gender, nationality or sexuality or any other personal characteristic, or attack organisations we work with

- don't reveal personal details, such as private addresses, phone numbers, email addresses or other online contact details
- are reasonably concise, and don't constitute spamming of the site
- don't impersonate or falsely claim to represent a person or organisation
- are not party political in nature
- don't include swearing, hate-speech or obscenity
- don't break the law – this includes libel, condoning illegal activity, and breaking copyright
- don't advertise commercial products and services
- are in English – unfortunately, we do not currently have the resource to moderate comments in other languages
- if you are aged 16 or under, please get you parent/guardian's permission before submitting a comment.

We reserve the right to suspend comments at any time, and remove comments older than six months. Where we choose not to publish a comment for a reason other than those listed above, we will reply to the commenter explaining our reason and inviting them to make appropriate changes so that the comment can be reconsidered.

We read a large proportion of comments, and respond wherever we can. We endeavour to answer your questions where possible, but if you require an official response you should contact Blackpool's GRAND THEATRE by post or email [admin@blackpoolgrand.co.uk](mailto:admin@blackpoolgrand.co.uk).

## **Social Media Platforms**

Blackpool GRAND THEATRE uses various social media platforms including (but is not limited to); Facebook, Twitter, Instagram, YouTube, Pinterest, which all offer a free messaging services (third party), as one tool in its efforts to communicate clearly, quickly and in an engaging manner to people interested in us. Visit [blackpoolgrand.co.uk](http://blackpoolgrand.co.uk) to find links to all our social media channels

Content delivered by Blackpool's GRAND THEATRE includes (but is not limited to):

- links to news releases, blog posts, videos, guidance and other approved, publicly available Blackpool GRAND THEATRE material
- links to relevant information produced and published elsewhere (work of other organisations, researcher, news organisations and others). This can include videos, blog posts, and retweets (RTs) from other Twitter users. (See below for our policy on RTs.)

- interesting facts, quotes or observations related to our work
- topical questions related to our work intended to provoke discussion

## **Retweets (RTs)**

Tweets we repeat (RT) do not imply endorsement on the part of Blackpool GRAND THEATRE. We may retweet news, links and personal observations we believe are relevant to the work we do or might be of interest to our followers.

## **Social Media Posts As A Source Of Official Policy**

Our social media posts should not be considered as the authoritative source of new policy or guidance from Blackpool GRAND THEATRE. Any change or evolution in Blackpool GRAND THEATRE's official position will be communicated through more traditional channels: official publications and statements on our website, speeches, and media releases.

Importantly, our decision to RT should not be taken as explicit endorsement of any position or argument that may vary from Blackpool GRAND THEATRE's current official position, nor should it be taken as an indication of a possible shift in the current official position.

## **Following**

Blackpool GRAND THEATRE's decision to follow a particular social media user does not imply endorsement of any kind. We follow accounts we believe are relevant to our work. This could include following the accounts of companies and other commercial enterprises (and/or their employees) who comment on Blackpool GRAND THEATRE related issues.

## **Availability**

We commit to updating and monitoring our social media accounts during regular office hours: 09:00 – 17:30, GMT. However, like many users, we may monitor and respond at other times of the day/night. We accept no responsibility for lack of service due to social media channels downtime.

## **@Replies and Direct Messages**

We will read all @replies and Direct Messages sent to us and, when possible, will respond to them. Please note that, due to the volume of traffic on our social media channels, it is not always possible to respond and we encourage users to use other ways to contact us if their question or comment requires urgent attention.

## **Complaints, Media Requests and Personal Issues**

We encourage you to follow traditional channels to make a media request, freedom of information (FOI) request or complaint. See details of other ways to contact us.

## **Blackpool GRAND THEATRE Staff (Agents) Tweeting**

Some Blackpool GRAND THEATRE staff (agents) tweet under their own names or pseudonyms. Despite their professional affiliation with Blackpool GRAND THEATRE, their tweets do not represent the official position of the Board and Management and should be considered the product of each individual as a private citizen.

If you have questions about this policy, please contact [marketing@blackpoolgrand.co.uk](mailto:marketing@blackpoolgrand.co.uk)

Please refer to individual social media sites for their Privacy Notices to control what you share and to whom. Stay safe and secure.

**Accessibility:** If a disabled person finds it impossible or unreasonably difficult to make a request in writing, we will make a reasonable adjustment for them under the Equality Act 2010. We will respond in a format which is accessible to the disabled person, such as Braille, large print, email or audio formats.



**Ruth Eastwood, Chief Executive**, Grand Theatre,  
Blackpool.

**Anthony Stone, Chair**, Grand Theatre (Arts &  
Entertainment) Ltd.

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Entertainment) Ltd Board, June 2017.