



Internal Digital Communications Policy

1. Purpose

This policy explains who can join HTC's internal digital communication groups, how those groups are managed, and the standards of behaviour expected within them.

2. Membership of Communication Channels

WhatsApp Group and Facebook Members Group (Horncastle Theatre Company)

- Membership is valid only for the current membership year and is conditional upon payment of the annual subscription.
- Group membership will be reviewed and updated annually. Members who have not paid their membership fee within three months after it falls due will be removed from the groups until their membership is renewed.
- Individuals who are not members may **not** be added or retained in these groups.

Mailing List (MailChimp)

- Open to all members and other subscribers as appropriate.
- Removal only on request, or where legally required (e.g. email bounce or opt-out).

Public Facing Social Media Channels

The Charity may operate public social media channels from time to time for marketing purposes, managed by the Publicity Officer and appointed assistants. These include platforms such as Facebook, Instagram, TikTok, and X. These channels are public-facing and do not form part of member-only communication channels. While HTC members and the public may interact with them, they fall outside the scope of this policy.

Production and Operational Group Chats

In addition to the main communication channels, temporary or purpose-specific group chats (e.g. for individual productions, set building, publicity, or committee administration) may be created by Directors, Producers, or designated Officers to support the effective running of the charity.

- These groups are operational tools and are not formal membership bodies.
 - Membership is limited to individuals actively involved in the relevant production, role, or task, as determined by the relevant Director, Producer, or Officer.
 - Group chats may be created and closed as required for operational purposes.
 - Participation in these groups does not confer any additional rights or status within the charity.
 - Core HTC policies, including the Code of Conduct and safeguarding expectations where applicable, continue to apply in all such groups.
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3. Group Rules (Applies to WhatsApp and Facebook Members Groups)

All members must:

- Be respectful and courteous at all times.
 - Avoid bullying, harassment, or discriminatory language of any kind.
 - Respect confidentiality: content shared in the group should not be reposted externally without permission.
 - Obtain consent before posting identifiable photos of individuals.
 - Keep posts relevant to the Charity's activities and communications.
 - Abide by the Charity's Code of Conduct at all times.
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4. Official Communications

- Notices affecting all members (e.g. auditions, meetings, productions, working parties) should be circulated on all available media, including WhatsApp, Facebook and by email. Email shall be regarded as the primary method of disseminating information to members and supporters.
 - The Mailing List will be jointly administered by the Membership Secretary, Secretary, and Treasurer.
 - Internal communications to members and supporters via the Mailing List will generally be sent by the Secretary.
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5. Moderation and Removal

- Administrators and Moderators may remove content or members who breach this policy.
- Decisions are made in the interests of protecting the organisation, its members, and its reputation.
- Administrators of the main WhatsApp and Facebook groups should include:
 - The Membership Secretary
 - The Publicity Officer
 - The Secretary
 - The Social Secretary
- Administrators may also appoint additional volunteer moderators to ensure compliance with group rules.

Date adopted: 26/06/2026

Date of next review: _____