

# Windsor Locks Arts Council

## Guidelines for Social Media Content

### Introduction

The Windsor Locks Arts Council (herein referred to as “WLAC”) believes that social media presence is essential to its operations and is required for timely dissemination of information pertinent to its mission and on its programs and events. As such, a set of broad publication guidelines is necessary for uniformity of content and equal treatment of all parties and persons. Therefore the following guidelines are in effect for all WLAC social media content.

### Definitions

**social media** – any form of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)

**social media administrator(s)** – person(s) appointed by the WLAC to monitor, maintain and publish content on any social media

**the arts** – as defined by the United States Congress in the National Foundation on the Arts and Humanities Act

**artist** – any individual, group or organization in the arts, as defined

**the community** – citizens with an interest in building and sustaining the arts in Windsor Locks by supporting individual creativity, cultural preservation, economic development and lifelong learning through the advancement of the arts.

### Allowable Content

In general, all content appearing or linked to on WLAC controlled social media sites must be related to the arts as defined. In particular, the WLAC will publish and promote activities, events and other arts content of interest and/or benefit to the community. This includes but is not necessarily limited to the following:

- Artistic endeavors sponsored or co-sponsored by WLAC.
- Artistic endeavors of the Windsor Locks Public Schools, including students, faculty and staff thereof.
- Artistic endeavors sponsored by other government entities of the Town of Windsor Locks, the State of Connecticut or the United States of America.
- Artistic endeavors of community members which are of general interest provided there is no fee for admission and no products are being sold.
- Performances and/or exhibitions presented by local businesses as an ancillary function of the business enterprise provided any admission, cover charge, or sale of created material is for the exclusive benefit of the presenting artist(s).
- Information and content related to grants and programs which may be of benefit to local members of the arts community.
- Any other content which the WLAC and/or the social media administrator(s) deem relevant within the spirit of the guidelines listed herein.

## **Disallowed Content**

The WLAC is a non-political volunteer commission appointed by the town's Board of Selectmen and as such cannot endorse any business, organization or individual. Therefore the WLAC and/or the social media administrator(s) must deny publication of the following content:

- Any content of a political or religious nature, regardless of affiliation or artistic merit. Exception: An arts event open to the general public and sponsored for the sole purpose of entertainment or enrichment, provided any admission, cover charge, or sale of created material is for the exclusive benefit of the presenting artist(s) and/or a public charity.
- All business or personal advertising content unless it is directly associated with a public performance and/or exhibition as in Allowable Content.
- Any content which, in the opinion of the WLAC or its social media administrators, is inappropriate and/or -does not support the established mission of the WLAC.

## **Terms and Conditions**

Submittals presented for publication to any WLAC controlled social media site are accepted subject to the following terms and conditions:

- All submissions are deemed shared with the WLAC and the Town of Windsor Locks at no cost or obligation whatsoever.
- The submitting party accepts all responsibility for the content of the submission and agrees to hold harmless the WLAC and its members, and the Town of Windsor Locks, for any errors, omissions or other content defects.
- The submitting party certifies that it has obtained any and all licenses, permits and the like, for any public event to be held. This includes, but is not limited to, performance and publication licensing generally required to protect the intellectual property rights of the creative entity.
- The submitting party certifies that it has publication rights to the submitted content and grants non-exclusive publication rights to the WLAC.
- The submitting party certifies that it has permission from any identifiable individuals over the age of 18 AND/OR the permission of the parent or legal guardian of any identifiable minors (under 18 years of age) which appear in still or moving images, to use the individual's image and likeness as part of the submitted content.
- All submitted content becomes the non-exclusive property of WLAC and the Town of Windsor Locks and as such may be used in perpetuity to further the mission and goals of the WLAC.

## **Disputes**

In the unlikely event a dispute regarding these guidelines cannot be resolved through negotiation between the artist or community member ("interested party") and the social media administrator(s), the interested party may appeal to the WLAC at its regularly scheduled meeting as posted on the town website by contacting the WLAC at least two business days prior to the meeting date.