

St Albans Players

Marketing & Social Media Policy

January 2026 (2nd edition)

1. Purpose

St Albans Players uses marketing and social media to:

- Develop and maintain the reputation of the group as an inclusive club seeking to produce drama of a high standard and to raise funds for charity.
- Promote events such as productions, auditions, socials, play readings and workshops.
- Build membership, audiences and community awareness.
- Provide practical, accurate event information (dates, prices, access).
- Protect the reputation, safety and privacy of members and the public.

2. Scope

This policy applies to:

- The St Albans Players website.
- Social media platforms approved by the Committee (currently Facebook and Instagram), covering posts, comments, messages, photos/videos, paid ads and event listings.
- Printed publicity such as posters, flyers, banners and programmes.

3. Principles

All official communications should be:

- Accurate.
- Respectful.
- Inclusive: welcoming in tone and using accessible formats where possible.
- Lawful: taking account of data protection, copyright and safeguarding issues.

- Consistent: maintaining the group's agreed brand, tone and design features.

4. Roles and responsibilities

4.1 Committee Marketing Leads (currently Sarah and David)

- Develop an annual marketing plan for events (productions, socials, etc.). See also 'Publicity ProductionFramework' for specifics.
- Maintain the website, Facebook and Instagram pages (including access, passwords and admin rights).
- Liaise with the Greasepaint editor (currently Miranda).
- Ensure that one committee membership has responsibility for Box Office.
- In liaison with Director, oversee design, printing and distribution of flyers, posters, banners and programmes.
- Ensure that communications from members and the public are responded to in a timely and appropriate manner.

4.2 Production Publicity Contact (Director or Production Manager)

- Provide production information (synopsis, cast/crew, rehearsal photos, key dates).
- Coordinate rehearsal photography, production photos and headshots ("mugshots") for the programme.
- Supply Director's Notes and other copy for the programme.
- If appropriate, provide regular "what's new" updates to the Marketing Leads during the rehearsal period.

4.3 Box Office / Ticketing Contact

- Agree ticket prices with the Committee.
- Set up the online box office and confirm links for the website and social media pages.
- Agree 'tickets on sale' dates with Committee (normally six weeks before the first night).
- Keep the Committee informed about ticket sales.
- Liaise with Front of House regarding expected house numbers.

4.4 Safeguarding Officer

- Advise on any events involving under-18s.
- Ensure parental/guardian permissions are obtained for any photographs or videos featuring under-18s.

5. Brand tone and content standards

House style:

- Tone should adhere to the principles in Section 3.
- Event publicity should always include: where, when, cost and how to book.
- Publicity should convey St Alban's ethos: a friendly, inclusive local group producing high-quality drama and welcoming to newcomers.

6. Content of social media posts

As far as possible, posts should include a balanced mix of:

- What's on (event announcements, booking now, performance reminders).
- Behind the scenes (rehearsals, set build, costumes, interviews).
- Community and membership (charitable donations, auditions, volunteering, socials, thanks).
- Archive (past highlights, reviews, audience quotes).
- Practical information (start times, refreshments, age guidance).

7. Posting frequency (Social Media, email)

7.1 Outside production periods

- Facebook/Instagram/ mailing list: as required.
- Website: keep "Coming Soon" and "Join Us" up to date; add news monthly if possible. Update "Past Productions" soon after the end of a production. Update "Charity" with any developments or new

7.2 Production run-up (6–8 weeks pre-show)

- Facebook/Instagram: typically two posts per week, increasing closer to opening night.
- Website: give advance notice of box office opening and keep the booking link prominent once open.
- Ticketing: regular updates on sales (e.g., "Book now", "Last few tickets").

- Key moments: announcement of play and director, cast announcement, rehearsal updates (including photos), “2 weeks to go”, “Opening tomorrow”, etc.

7.3 Production week

- Short posts as appropriate (photos, reminders, sell-out notices, “Tonight!”).
- Post sold-out information and returns policy promptly, if relevant.

8. Engagement and moderation (social media, email, website, phone)

Response expectations:

- Aim to respond to messages within 48 hours.
- Ensure that incoming communications receive timely. (*Currently Sally’s responsibility*)
- Where an issue is sensitive or contentious, refer it to the Chair and/or Committee before responding publicly.

9. Photos, video, privacy and consent

Photos and videos used for publicity can be personal data, so must be treated carefully.

- Give clear explanations to participants about what is being captured and where it may appear (website, social media, press, posters, flyers).
- Ensure that new members realise that production photos will be taken and may be used for publicity
- If under-18s are involved, use a stricter approach: explicit parental/guardian permission and careful selection of imagery (avoid identifying details where possible).

10. Copyright and credits

- Only use images, music and graphics that the group owns or has permission to use (with an appropriate licence if required).
- Credit authors, photographers and designers where appropriate.
- Excerpts of scripts or licensed music not to be posted without licence.

11. Accessibility and inclusion

- Take account of accessibility in design and wording.
- Avoid using text-heavy posters as the only source of information; repeat essentials in posts and on the website.

12. Succession

- When personnel and roles change (e.g., after the AGM), ensure responsibilities, access details (including admin rights/passwords) and working practices are handed over promptly.
- Ensure this policy and related playbooks/templates are shared with the relevant role-holders.

13. Review and approval

- The Committee will review this policy at least annually, and after any significant incident or change in platform/use.
- Updates should be communicated to all role-holders and, where relevant, to members.

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