



The mission of the Chattanooga Symphony and Opera is to inspire, engage, and enrich the greater Chattanooga community through music and music education. In order to engage CSO audience members and additionally engage potential and non-audience members, the CSO operates several social media accounts across different platforms.

Facebook: [www.facebook.com/chattsymphonyopera](http://www.facebook.com/chattsymphonyopera)

Instagram: @ChattSymphony

YouTube: [www.youtube.com/Chattanoogsymphony](http://www.youtube.com/Chattanoogsymphony)

Twitter: @ChattSymphony

Flickr: [www.flickr.com/photos/93837835@N02/](http://www.flickr.com/photos/93837835@N02/)

### **Definition**

Social media is any platform that allows patrons, employees, and the general public to interact and directly communicate with the CSO. Typically social media refers to online websites such as Twitter, Facebook, Instagram, and YouTube, but also includes the CSO website, comments on social media profiles, surveys and other mediums that allow for open interaction.

In this guide and plan, the term 'handle' is used. This refers to a user's profile name. For example, the CSO's Twitter handle is @ChattSymphony. Its YouTube handle is Chattanooga Symphony.

### **Why social media?**

Operating on several social media platforms allows the CSO to interact with patrons and non-patrons, sharing important information and creating a connection with them. Social media is regularly used by millions and companies who interact and engage with their patrons through these mediums can create friends, advocates, and supporters.

The CSO offers followers concert information, organizational information, programmatic and initiative information, photos, videos, behind the scenes experiences, and also encourages followers to, within limits established in the CBO, to curate their own experience with the CSO.

### **Ownership**

The CSO owns all social media accounts and content created specifically for these accounts, not the employee whose current job assignment includes posting to and monitoring these accounts. Content created by other users (employees, musicians, patrons) is their property unless permission is granted and property rights given over. A CSO Social media agreement is located in the share drive and may be used to obtain this permission.

### **Content Posting and Moderation**

Content will regularly be created and posted according to a schedule determined by the employee assigned with managing social media, in accordance and consultation with the

Marketing Department. Content should at all times be relevant to the CSO and its mission and should be non-discriminatory and not obnoxious. Posts should be appropriate in number and content for the platform and for the content.

Platforms should be regularly monitored according to an established schedule and any patron responses should be addressed in a timely manner.

At all times, content should align as closely as possible with the guidelines outlined in the CSO Branding and Style Manual.

### **Employee Interaction**

Employees are encouraged to interact with CSO social media on all platforms at their own discretion using the following guidelines:

- Speak respectfully about the company and our current and potential employees, musicians, patrons, board members, and other community organizations...
- Despite disclaimers, your Web interaction can result in members of the public forming opinions about your company and its employees, partners, and products. Please be aware and cautious of how your interactions with the CSO online may be perceived.
- Honor the privacy rights of employees and musicians by seeking their permission before writing about or displaying internal company happenings that might be considered to be a breach of their privacy and confidentiality.
- Do not share information that is confidential and proprietary about the CSO and any other information that has not been publicly released.