



## GLASTONBURY FESTIVAL EVENTS LTD

### Social Media Policy for contractors, workers and volunteers.

It's great to be proud of where you work, however whilst working or volunteering at the Festival, we ask that you follow these simple guidelines:

- Be aware when posting on the internet that you may be identifiable as working for the Festival.
- Do not post, retweet or share anything which could cause reputational damage to the Festival or anything 'behind the scenes' which could jeopardise the Festival's license or ruin the surprise for Festival-goers.
- Especially during the build/break, be mindful of who can see your posts. If your profile is public be aware that anything you post could be picked up by the media or the council, and potentially harm the Festival.
- If you reference the Festival on your personal social media accounts, make it clear that you are publishing personally. You are not a spokesperson for the Festival.
- Do not post anything that could be construed as a brand endorsement, linking the Festival with third party brands, e.g. by tagging or hashtagging.
- Act responsibly with the information you are entrusted with (including physical site build, artwork, etc). The Festival's intellectual property is commercially sensitive and should not be shared. Do not share copyrighted material.
- Be respectful. Offensive or discriminatory conduct is not tolerated by the Festival.
- Use your common sense. If in doubt, always err on the side of caution. If you're not sure whether something is appropriate to share electronically, check with your line manager, or refrain from posting.
- Do not use Festival email addresses for non-Festival communications.
- Job titles / roles should only be posted in context (e.g. on Linked-in) and should stick to the wording defined in your work agreement. If you are posting about your work for the Festival on Linked-in, ensure you link to the correct company ([Glastonbury Festival Events Limited](#)) and **not** Glastonbury Festivals Ltd. If your work is on a freelance basis, you must make clear that you are not an employee of the Festival.
- The simplest way to share authorised Festival news with your network is to repost items posted by the Festival's official social media accounts.