

<b>Committee(s):</b> Barbican Risk Committee	<b>Date(s):</b> 04112019
<b>Subject:</b> Social media policy update	<b>Public</b>
<b>Report of:</b> Nick Kenyon	<b>For Information</b>
<b>Report author:</b> Katia Hountondji, Marketing	

### Summary

The purpose of this report is to share the updated Barbican social media policy with Members. A copy of the new policy is available in Appendix 1.

This new version responds to risk BBC Arts 009 – Social Media Use.

### Recommendation(s)

Members are asked to:

- Note the updated social media policy

### Main Report

#### Background

1. In late 2017, Members highlighted a risk linked to social media use, BBC Arts 009. Details of the risk are as follows:
  - Cause: increased use of social media by customers and immediacy of comments
  - Event: social media used to promote negative content/views about the Barbican
  - Impact: risk to reputation

The Marketing team was asked to review the policy in order to mitigate this risk.

#### Current Position

2. The policy has been reviewed by the Barbican Marketing team in consultation with Barbican Heads of Department. It has been updated to apply to volunteers, consultants and board members as well as staff. It also includes protocols on managing social media in response to protesters and other groups.

## **Implications**

3. Once noted by Members, the updated policy will be published on internal channels and circulated to Barbican staff members as well as volunteers, consultants and board members.

## **Conclusion**

4. A new version of the Barbican social media policy responding to risk BBC Arts 009 is attached and will be shared on internal channels once it has been noted by Members.

## **Appendices**

- Appendix 1 – Barbican Social Media Policy 2019

## **Katia Hountondji**

Senior Marketing Manager - Digital

T: 020 7382 7116

E: [katia.hountondji@barbican.org.uk](mailto:katia.hountondji@barbican.org.uk)