



Barbican Social Media Policy

This policy applies to all employees of the Barbican, as well as those people operating on behalf of the Barbican in a paid or voluntary capacity, such as contractors, consultants and board members.

The Barbican recognises the huge opportunities represented by social media and is keen to support them in developing their digital profiles, as well as providing advice and guidance.

There are three main kinds of social media activity that this document provides guidelines for:

1. Official Barbican Centre activity
2. Personal activity, i.e. done for friends and contacts, but not about, under or in the name of the Barbican
3. Professional activity, i.e. done by programmers, curators, or others undertaken officially on behalf of the Barbican

1. Official Barbican Centre activity

Activity is carried out by the Content Marketing team, with content sourced from individuals around the Centre.

Followers on our Facebook accounts can expect:

- High quality visual content relating to art form events
- News and interesting updates about major cultural events and anniversaries
- Occasional live streaming

Followers on our Twitter channel can expect

- Alerts about new content on our other digital channels
- Information from Barbican teams about what they're doing and artist updates
- Occasional live coverage of events
- General chat and debate
- Responses to enquiries

Followers on our Instagram channel can expect

- High quality visual content relating to events, artists, architecture and retail
- Occasional artist takeovers
- Content from our Instagammers in Residence sharing the Barbican through their lens

Content for our channels will be:

Varied: with a broad base of content types and sources to retain interest levels

Human: informal spoken English, human-edited and written for the channel

Relevant: issues of relevance today or events/opportunities coming soon. We look to make connections with wider cultural themes or happenings. We should also be aware of major world events in the news which we may affect how and what we want to post.

Credible: while content will be interesting, humorous and fun, we should ensure we can defend its relation back to our objectives.

Inclusive: in keeping with the knowledge-sharing culture of social media, we pursue opportunities to signpost relevant content elsewhere and share messages from other thought leaders.

Searchable: where appropriate, we will create hashtags around events and encourage followers to use these when discussing them. This will allow us to collect feedback more easily. We also monitor trending hashtags to see if any are culturally relevant to the Barbican's interests.

Transparent: if we do something embarrassing, our policy is to rectify it and move on.

Responsive: we welcome feedback and ideas from all our followers, and join the conversation where possible. We will try to read all messages and ensure that any questions or helpful suggestions are passed to the relevant people in the Barbican.

For any customer issues, we will try and move the conversation to direct messages, to avoid clogging up our stream with specific responses to an individual.

However much we'd love to, we are unable to reply individually to all the messages we receive via social channels. Currently, the best way to contact the Barbican for urgent customer service enquiries is via the Box Office.

2. Personal activity

Even when you are acting in a purely personal capacity, you may still be perceived as a representative of the organisation to your friends and anyone else who can see what you write, whether or not you identify yourself as someone who works for the Barbican. Behaviour should therefore be in line with the [City of London's general Code of Conduct](#).

The following are guidelines as to how best to conduct yourself on social networks:

Connection to the Barbican: You must not imply, in your profile description or in any posts mentioning any aspect of the Barbican's work or your involvement, that you are speaking on behalf of the organisation. But please remember that posting in a personal capacity is not a failsafe excuse for any behaviour!

General courtesy and common sense: Diverse opinions are welcomed but please remember how information can spread online. Once a post is published, it is essentially part of a permanent record, even if you delete it later. Be mindful of the effect your online posts could have on the Barbican and our relationship with our associated people and organisations. Be respectful of others. Also remember that replies to @BarbicanCentre are not private and can be seen by anyone.

Interpretation: If you think a comment could be misinterpreted, please think about how you could rephrase it so that your meaning is clear. If in doubt, don't post.

Confidential information: You must not repeat information you know or believe to be confidential unless given express permission by a relevant staff member. This is particularly important in regard to artists we may be working with or forthcoming events that may not have been announced. For clarification on this, please contact Media Relations. It also may not always be appropriate to share Barbican-related photographs, comments and videos – do check. You should also ensure that any visitors you are responsible for, such as contractors, freelancers or VIPs, do not publish confidential images or information.

Recruitment: HR and line managers should not conduct searches on prospective employees via social media channels, unless there is a justifiable reason in connection with a requirement of the role (for example, marketing or communications jobs) and where the candidate has expressly provided details of the content they wish to be viewed. If you do wish to use social media in the recruitment process, please discuss this with HR in advance of any job being advertised as this must be declared upfront, and the same criteria applied to each candidate.

3. Professional activity

The Barbican is made up of a diverse number of content experts, many of whom have unique insights into their field. By the very nature of being at the front end of content creation and curation at the Barbican, they are often best placed to provide interesting and unique insights into the 'behind the scenes' workings of the Barbican. Social networks therefore represent a huge opportunity for staff to build a profile for themselves as thought leaders within their area of

expertise and to engage directly in conversations with audiences and peers. If you are unsure about how to do this, please approach the Marketing team for guidance.

As well as adhering formally to the above guidelines, the following rules also apply to posts made in a professional capacity:

- Remember that comments and opinions posted in your professional capacity are also an organisational output and need to be consistent with our values. However, as above, you should not imply that you are posting on behalf of the organisation.
- This doesn't stop you using an informal tone and engaging with your audience. A useful guide on how informal you can be is by asking yourself the questions: "Would I be happy saying this in the office?"; "If challenged, could I relate this in some way back to the arts and culture?" There have been examples from other organisations where official tweets have become too jokey/personal/off-topic.
- The core content that you should aim to provide is news, updates and analysis of stories and developments within your area of expertise. In addition, you could point out interesting articles/links related to your field; offer behind-the-scenes insights into how you do your job or what you will be working on (provided it's in the public domain); crowd-source questions or issues to your followers to find more information or case studies.
- Be cautious about retweeting other people, as it can give the appearance that you are endorsing their tweets. This may not be a problem, but it's worth checking their account bio before retweeting if you are unsure who they are.
- It's not necessary to reply/respond to all messages from followers – though feel free to do so. It's the key way of engaging with people, and a useful way to monitor feedback and potential leads/ follow-up on stories you are covering.
- There may be some scenarios where you want to reply e.g. a complaint or an issue where the Barbican is in the public eye. While you may feel the need to provide a response, please bear in mind that a tweet from an individual account on Twitter may not be the best method and that the Centre may wish to issue a more formal statement via the main social network account or even the Media Relations team. If in doubt, please check with the Content Marketing and/or Media Relations teams.

The Digital Marketing team will monitor all accounts to ensure they are being used effectively.

Useful Contacts

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Other relevant documents

[The City of London's social media policy](#)