
The Princess Theatre

Social Media Code of Ethics

Adopted September 13, 2026 | Version 2.2 | Updated August 23, 2026

1. Purpose & Scope

The Princess's official social media presence is intended primarily as a marketing and promotional tool — sharing information about our productions, events, and programs. It is not intended to function as a public forum for open debate. We welcome feedback and are glad to hear from our community, but our official accounts are informational and promotional first.

The Princess Theatre ("The Princess") believes social media is one of the most visible ways we represent our values to our community. This Code of Ethics describes the standards we hold ourselves to across social media, so that our online presence reflects the same respect, integrity, and care we bring to our stage and our community. It reflects and supports The Princess Culture Statement — our shared commitments to treat one another with respect, raise concerns directly and in a timely manner, and act with integrity at every level of the organization. These standards apply equally to everyone connected with The Princess, including those authorized to post or moderate on its behalf.

Scope

This Code applies to:

- Official Princess Theatre social media accounts, on whatever platforms the organization maintains now or in the future.
- Personal social media accounts belonging to staff, board members, volunteers, cast, crew, or musicians, when they identify themselves as affiliated with The Princess or post about Princess productions, events, or people.

This Code applies to all paid staff, board members, volunteers, performers, crew, musicians, and affiliated contractors.

2. Our Standards

We hold everyone posting as The Princess — and staff, board members, volunteers, cast, and crew posting on their own accounts about Princess business — to the following standards.

We commit to:

- Promoting productions and events in a positive, accurate, and timely manner, using our approved branding, and celebrating the achievements of our cast, crew, staff, and volunteers.

- Engaging with our community respectfully and courteously, even when responding to negative feedback, and sharing content thoughtfully, with consent from those pictured and credit given where due.

We do not:

- Engage in harassment, discrimination, or hate speech, including jokes or sarcasm about race, gender, sexuality, religion, disability, or age.
- Share false or misleading information about Princess staff, volunteers, or community members. If we make a mistake, we correct it promptly.
- Share confidential or private information, such as personal contact information, casting notes, personnel matters, or the contents of private conversations.
- Argue publicly under the Princess name, post copyrighted material we don't hold the rights to, or use Princess accounts for personal business promotion or endorsements.

Confidentiality & Privacy

- We only share backstage content, rehearsal photos/videos, or an individual's name or likeness with their consent — and production leadership's, where appropriate.
- We do not disclose internal discussions, budgets, personnel matters, or unresolved organizational decisions — whether in public posts or private group chats used for internal coordination.

Accuracy & Legal

- We identify ourselves accurately, using "The Princess Theatre" or an approved abbreviation, and communicate information about programs, judging, or policy changes accurately and with enough context to avoid confusion or the appearance of favoritism.
- We follow the terms of use of any platform we post on.

3. Minors & Youth Programs

The Princess runs youth programming, including Spotlight Academy, school partnerships, and summer programs, and minors regularly take part in our mainstage productions and volunteer roles. We take the safety and privacy of young people seriously, and all handling of their images, information, and communication is governed by The Princess Youth Protection Policy, which covers consent, background checks, and reporting in full.

In addition to that policy, the following apply to social media specifically:

- We do not geotag or share real-time location information for youth program activities or events.
- We do not pair a minor's full name with their photo or video without the consent already required under the Youth Protection Policy.

- We only post photos or videos of minors with written parental or guardian consent, consistent with the Youth Protection Policy.

4. Managing Our Official Page

Because our official page is a marketing and informational tool rather than a public forum, only authorized admins post on it; volunteers or cast members may submit content for consideration but need approval before it's published.

Moderation Guidelines

Staff moderate comments to keep our page welcoming and on-topic, consistent with its marketing and promotional purpose. We always remove spam, scams, or bots; harassment, threats, or hate speech; doxxing or private information; and sexually explicit content. We do not remove comments solely because they pose a question or state a different point of view. Staff retain discretion to disable commenting on a post entirely if a thread becomes unproductive or distracts from the intended message.

5. Raising a Concern & Crisis Response

Contact any Executive Board member or the appointed Social Media Liaison with any concerns about our social media. A quick, direct conversation with the person involved often resolves things fastest; otherwise, bring it to the Liaison or an Executive Board member and document it using the Social Media Incident Report.

Any temporary or permanent removal of access to our official page will be a result of a documented escalation.

For larger situations — significant public criticism, a viral post, or something involving staff or board leadership — the Liaison and Executive Board decide together how The Princess responds publicly, in consultation with legal counsel when needed.

6. Possible Consequences

This Code works because our staff, volunteers, and participants read it, understand it, and hold themselves to it. When that doesn't happen, possible consequences include a formal warning, restricted access to Princess social media accounts, dismissal from a production or project, removal from an official role, or — in serious cases — a ban from future participation in Princess activities.

For paid staff, any resulting consequence is handled by the Board of Directors consistent with The Princess's existing personnel practices, not determined by this document.

Document History

Version	Date	Summary of Changes
1.0	Prior draft	Initial Social Media Policy draft — a comprehensive, enforcement-oriented policy.
2.0	August 18, 2026	Retitled from “Social Media Policy” to “Social Media Code of Ethics,” shifting the document from an enforcement-first policy to a values-based code. Narrowed Scope: official page defined as a marketing/informational tool, not a public forum; removed broad “any account that shares information” language. Simplified official-page moderation from a three-tier structure to a short, two-tier guideline. Reframed Enforcement as “Possible Consequences” — descriptive rather than procedural. Consolidated overall structure from 9 sections to 6.
2.1	August 19, 2026	Section 4 (Managing Our Official Page): removed the two-tier “We remove / We leave up” table. Staff now have full moderation discretion, consistent with the page’s marketing purpose, alongside a firm, always-remove list (spam, harassment/hate speech, doxxing, sexually explicit content).
2.2	August 23, 2026	Section 4 (Moderation Guidelines): reinstated a narrow protection — comments are not removed solely for posing a question or stating a different point of view — while keeping staff discretion over unproductive or off-message threads. Section 5 (Raising a Concern & Crisis Response): added that any temporary or permanent removal of a person’s access to our official page requires a documented escalation, rather than being a first response to a single comment.
2.2 (current)	September 13, 2026	Adopted by Board of Directors.