# Background

Internet-based communication, i.e. Facebook, LinkedIn, Twitter and YouTube, creates new possibilities for individuals as well as organizations, and when used properly these and other tools represent an opportunity for Malmo Opera to market themselves and build a name/brand. However, Internet communication also implies risks.
In light of this we hereby outline some rules on how Malmo Opera are using social media in their marketing, the managing of personal data and also some guidelines on the employees' ability to communicate in social media.

# DEFINING Social media

The phrase social media has established itself as a generic term for Internet-based communication, where the users create the content in an interactive dialogue.

# Guidelines for social media communicationS

As a Malmo Opera employee you must consider the following guidelines when engaging in social media:

* **Freedom of speech**

A fundamental right. We must always respect each other's right to express ourselves.

* **Focus on the audience**

Our employees are our most important ambassadors.
You are expected to safeguard Malmo Opera and everything related to it.

* **Clarity**

Always remember that you are representing Malmo Opera! If you express or comment on issues related to Malmo Opera, make it clear that your opinions are *your own*.

* **Accountability and loyalty**

You are personally responsible for what you publish on your own initiative, whether it is published in your capacity as employee or individual. Always show respect for the organization, your colleagues, the audience, our partners and competitors.
Respect also the privacy of your colleagues – do not use their knowledge or name without informing them.

* **Correctness and good judgement**

When linking, make sure you link only to serious sites and pages.

* **Respect copyrights**

Malmo Opera's official logo and trademarks may be used for authorized purposes only. This also applies when Malmo Opera produces images, video and audio clips from their own productions. Such material may be published only after approval in accordance with specific local and central agreements (for i.a. copyright reasons).

Note also that private photos may contain copyrighted elements, such as set design and costumes. Private photos that are published on social media may lead to claims for compensation on account of copyright infringement.

# Marketing and public relations IN social media

Malmo Opera uses various social media for marketing and PR related activities. All business related messages that are distributed via Malmo Opera's official marketing and/or press channels, must be produced by the marketing manager and/or press officer, who in turn consults with the CEO.
These functions are internally responsible for our overall external communication.

# Personal INFORMATION in sociala media

 Malmo Opera are responsible for observing the rules and regulations in the Personal Data Act by making sure that personal information is handled correctly.

 Among other things this means that we do not publish abusive personal information, but supervise visitors' comments and identify abusive personal information and delete it.

Malmo Opera may be liable to damages caused by abusive personal information being published.

# Consequences of unacceptable behaviour

If an employee uses social media in an unacceptable way this may be regarded as a breach of the contract of employment. The employee will first receive a verbal warning. Repeated unacceptable behaviour, or a particularly serious offense, may lead to a reminder and/or disciplinary measures. An extreme consequence may be a dismissal notice due to personal reasons or dismissal (in accordance with LAS § 7 and § 18).