

# Ort Gallery | Social Media Policy

## Warmth

At Ort Gallery we aim to have Warmth underpin all the work that we do. We see Social Media as an extension of our work and so our number one priority is to ensure our posts convey the care, empathy and understanding we have for our community of Black and Brown artists and creatives, local residents, artists with disabilities, the LGBTQ+ community and other marginalised communities. This policy lines out our intent when using social media and guides staff and freelancers when posting as Ort Gallery.

## Agency

We trust our staff and freelancers when working with them on a project. We believe our ethos is simple and clear and that people who work with us share this ethos. We give agency to everyone we work with to be their full selves, to develop and to thrive. We use Warmth when working with people, when meeting new people and when communicating with strangers via our website and social media. We want to ensure that our posts read warm, supportive and are well-informed. This also goes for reposting and sharing content. We need to ensure the posts and/or organisations behind them share our ethos. Sometimes quite a bit of research is needed to ensure this is correct.

## Be brave

Sometimes caring and supporting is radical. In a world that puts profit before people, our posts might be jarring to some people. We shouldn't be discouraged by popular opinion being different to our ethos. We will always support people no matter who they are or what they believe in. We will always put people before profit or trends.

## Be honest and transparent

No trickery! We will always be open and transparent about finances, pay rates and affiliations. This means we will disclose partnerships, funding streams and support we received. Transparency is important on our journey to accountability. Whenever we try and hide something, keep quiet or try not to mention it, then we are not being accountable. It is always best to iron our issues at the root. It's ok to make mistakes. But we have to be open to criticism, own our mistakes and apologise sincerely.

## Code of Conduct

Our code of conduct lines out how we can expect to be treated as staff and visitors to Ort Gallery and how we are expected to behave. This extends to our social media presence. Please read this policy and familiarise yourself with the points raised.

## No unnecessary marketing

Whilst we appreciate that online marketing can help us reach more people and with that more funding and more work we also want to ensure that we don't spend more efforts on looking like we are doing the right thing. We have grown our platforms organically by being true to ourselves and honest with our audiences. We are not interested in followers for the sake of numbers but see them as audience members from afar (and nearby). This means that trending hashtags, live tweeting and other trending campaigns will only be followed if they align with our ethos and are felt to be necessary. In the end we will always put our work before any trend or campaign.

## Common Sense

Use common sense and trust your instincts. If it feels icky, check with someone else in the team. We all come from different places and we have a lot to unlearn so sometimes we struggle to use common sense or access instincts. That's ok. It's a journey and we will keep learning. Awareness is the first step to intentional work.

## Accountability

We are on a journey of accountability. We know this is a journey with no goal, it's a wish to be accountable and every step on this journey is important work.

- We will always strive for transparency.
- We will apologise publicly for public mistakes. We might apologise for private mistakes too if this doesn't interfere with confidentiality.
- We will keep learning and researching.
- We will keep unlearning.
- We will be kind to ourselves, this is hard work.

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