

# #WhoAreYou Online Safeguarding Policy and Procedures

## **The purpose of this policy:**

#WhoAreYou? is a digital platform created by Motionhouse in the context of the creation of our upcoming theatre production, Nobody. The purpose of this policy is to:

- Provide a project overview and rationale behind the platform;
- Inform users on actions we have taken to ensure the safeguarding and wellbeing of young people using the platform, which is paramount;
- Provide relevant staff with the necessary information on the principles that guide our approach to online safety on the #WhoAreYou platform;
- Ensure that, as an organisation, we operate in line with our values, within the law and in accordance with our company Safeguarding Children and Vulnerable Adults Policy and Internet Acceptable Use Policy in terms of how we use the #WhoAreYou platform and how we upload digital content.

This policy applies to all staff, dancers, young people and anyone else involved in the #WhoAreYou project conducted by Motionhouse.

## **What are Nobody and the #WhoAreYou platform?**

The #WhoAreYou? campaign and platform has been developed in response to the Young People's Cultural Journeys research report by bridge organisation Arts Connect, which found – among other things - that accessing culture online and on phones is a key way that young people engage with art and culture.

#WhoAreYou is a digital action research project that will run alongside the participatory and performance elements of Nobody. #WhoAreYou aims to generate unique stories and ideas from young people, by asking them to think about the different worlds they inhabit – their inner world and the one they present to the outside world - the public and private persona. #WhoAreYou will encourage young people to think about a moment in time when they felt like their true selves through digital content. The content is under their creative control and can feature whatever they want. We will generate stories and inspiration for, and interest in, Nobody. #WhoAreYou will run across Instagram, YouTube and Snapchat; the key digital channels used by young people to encourage them to engage with the show.

Nobody will premiere in 2020 – a magical story which will take our audiences on a delightful, fantastical adventure. Integrating digital worlds and live action, Nobody will be an emotional, poignant, thought provoking - and ultimately celebratory - exploration of identity and finding our

place in the world. With a strong and engaging narrative, Nobody will use digital projections, an original score, exciting choreography and an incredible set, to capture the imagination of our audiences and create a magical, immersive world onstage. Nobody will tour extensively across the UK and beyond, accompanied by a workshop programme, teaching resources and post show talks with our audiences. The content for Nobody will take some inspiration from our work with young people in an exciting participatory project during the lead-up to the opening of the show.

## **We will use the following process to curate the content and safeguard young people:**

- Review and curate the content submitted to the #WhoAreYou platform prior to it being made visible on the platform to ensure that all content on the platform is appropriate to the project and its audience;
- Provide #WhoAreYou platform guidelines for young people and their parents or carers to understand what they can upload and expect from the platform;
- Brief the dancers delivering workshops in the context of the #WhoAreYou project on the overarching guidelines of the platform;
- Keep all content on the #WhoAreYou platform anonymous, with no name or personal information being displayed on the uploaded content;
- Ensure that the content uploaded by young people is used only after their permission has been obtained, through a compulsory 'Consent' tick box, and only for the purpose for which consent has been given;
- Ensure young people know who to go to for help and reporting concerns in the context of #WhoAreYou should the need occur;
- Develop a clear and robust procedure outlined below to enable us to respond appropriately to any incidents of inappropriate content being uploaded to the #WhoAreYou, whether by a young person or an adult;
- Ensure all staff working on the #WhoAreYou? platform (Communications and Development Director, Audience Development and Engagement Officer, and the Digital Engagement Officer) have completed the NSPCC – Keeping Children Safe Online e-training;
- Signpost NSPCC, Childline, and CEOP helplines and report pages on our platform.

## **In the unlikely event of receiving inappropriate content, we will:**

- Follow our Safeguarding Children and Vulnerable Adults Policy and Procedure;
- If necessary, report the content to the relevant authorities – e.g. NSPCC Helpline, local child protection services, CEOP, child services or the police;
- Ensure young people feel supported by Motionhouse if they are attempting to reach out for help through the #WhoAreYou platform;
- Ensure our response takes into account the needs of the person who has sent the content;
- Provide support for all staff and dancers on dealing with any inappropriate online content that is submitted;
- Provide the possibility of removing content from the #WhoAreYou platform, should someone request it.

## **We recognise that:**

- While the #WhoAreYou platform provides an opportunity for young people to celebrate their identity it could, in rare cases, also be a conduit for them to submit content relating to personal issues outside of the #WhoAreYou project. Should this occur we will implement the measures laid out in our Safeguarding policy, namely alerting the relevant authorities;
- We have a duty of care to ensure all young people and adults involved in the #WhoAreYou platform and project are not exposed to potential harm whilst using the platform;
- We have a responsibility to help keep children and young people safe online, whether or not they are using the #WhoAreYou platform or Motionhouse's social media channels;
- All young people, regardless of age, ability, gender, race, religion or belief, sexual orientation, have the right to use the platform and an equal right to protection from all types of harm or abuse;
- Working in partnership with young people, their parents, carers and other agencies where necessary is essential in promoting young people's welfare and in helping young people to be responsible in their approach to online safety.

## **Related policies and procedures:**

The policy should be read alongside our organisational policies and procedures, including:

- Motionhouse Safeguarding Children and Vulnerable Adults Policy and Procedure
- Motionhouse Internet Acceptable Use Policy
- Motionhouse Data Protection Policy

## Contact details:

NSPCC Helpline: 0800 800 500

NSPCC email: [help@nspcc.org.uk](mailto:help@nspcc.org.uk)

Childline Helpline: 0800 1111

Childline Get Support: <https://www.childline.org.uk/get-support/>

CEOP Safety Centre: <https://www.ceop.police.uk/safety-centre/>

Communications and Development Director: Jane Bailey, [jane@motionhouse.co.uk](mailto:jane@motionhouse.co.uk)

Digital Engagement Officer: Floriane Perichon, [flo@motionhouse.co.uk](mailto:flo@motionhouse.co.uk)

Motionhouse Contact Number: 01926 887052