

NLNL SOCIAL MEDIA AND COMMUNICATION GUIDELINES

1. These Guidelines set out your obligations regarding the use of social media and other communication tools to promote your NLNL event.
2. If you have any questions about these Guidelines or your obligations as a Licensee generally, please contact Alice Glenn or Heidi Barrett.

Use of social media

3. You are encouraged to use all forms of social media (including but not limited to Facebook, Instagram and Twitter) to promote your NLNL event.
4. If a social media account(s) has previously been established to promote the NLNL event in your area, NLNL will provide you with the log in details for the account(s) so that you can continue promoting your NLNL event using that account.
5. You can also set up new social media accounts dedicated to promoting your NLNL event.
6. In relation to any social media account which you use to promote your NLNL event, you must comply with the following:
 - (i) the social media account must be dedicated to promoting NLNL. That is, the social media account cannot be used for other purposes, such as social networking generally or promoting events that are not related to NLNL, other than with the consent of NLNL;
 - (ii) the name of the social media account must include "No Lights No Lycra", "NLNL" or "No Lights" and the name must be approved by NLNL;
 - (iii) you cannot change the name of any NLNL social media account without approval by NLNL;
 - (iv) you must provide NLNL with the log in and password details for all social media account(s) that you use to promote your NLNL event;
 - (v) if you set up a Facebook account to promote your NLNL event, you must nominate Alice Glenn or Heidi Barrett as administrators of that account; and
 - (vi) you must comply with any directions from NLNL in relation to the social media account(s) used to promote your NLNL event.

Use of authorised NLNL email account

7. Depending on the size of your NLNL event, you may be issued with an official NLNL email address to use in connection with your NLNL event (for example in the form location.nolightsnolykra@gmail.com).
8. If you are issued with an official NLNL email address:
 - (a) you must notify NLNL of the password details for your official NLNL email account (including any changes to your password);
 - (b) you must use your official NLNL email account as the primary email account used to organise and promote your NLNL event and to communicate with your dancers and potential dancers; and
 - (c) you must use your official NLNL email address to sign into the social media account(s) used to promote your NLNL event.

Obligations once your role as NLNL Licensee comes to an end

9. Once your role as NLNL Licensee comes to an end (ie, because your licence with NLNL expires or is terminated or you otherwise stop conducting NLNL events), you must immediately:
 - (i) stop using any NLNL social media account(s) for any purpose whatsoever;
 - (ii) stop using your official NLNL email address for any purpose whatsoever; and
 - (iii) ensure that NLNL has been provided with the current log in and password details for your NLNL social media account(s) and your official NLNL email address.