



## SOCIAL MEDIA GUIDELINES

*WICKED is not just a show that we all love but an international brand that we carefully curate, and the way that a brand presents itself on social or is represented by others is often times the first and most frequent interaction someone has with that brand.*

*Please review the below policies in full. We take these guidelines very seriously and expect all company members to be familiar with them and to adhere to them.*

*Of course, the various social platforms continue to evolve and develop, as does the world itself and our relationship to social media, so our policies will continue to evolve as well. We thank you for your cooperation and for working with us as we move forward.*

### SOCIAL MEDIA TEAM CONTACT INFORMATION

**General Questions / Inquiries / Photo Approvals:**  
[wicksocial@situationinteractive.com](mailto:wicksocial@situationinteractive.com)

**For anything you wish to discuss privately, please contact:**

Rian Durham  
[rdurham@situationinteractive.com](mailto:rdurham@situationinteractive.com)  
646-385-4389

### SOCIAL POSTS REQUIRING APPROVAL

**PLEASE REACH OUT TO SITUATION IN ADVANCE to get approval for:**

- **Posts that include any production-related visuals, media, or intellectual property including:**
  - Costume Pieces
  - Wigs
  - Make-Up
  - Scenery
  - Props
  - Audio (i.e. streaming songs or any part of a performance or rehearsal, including recorded sound from the backstage monitors)
- **Posts discussing “behind the scenes” elements of WICKED and/or answering questions from fans about the show**

- **Posts that involve collabs, endorsements, and/or promotions of other brands** (an endorsement of a product by you in your role as a WICKED employee implies an endorsement by WICKED)
- **FOR PRINCIPALS: Posts announcing your casting in the show, as well as the dates of your first or final performance.** (You may announce ONLY after WICKED has publicly announced said performance.) Ensemble members may announce their first performance once they begin rehearsal.

#### APPROVAL CONSIDERATIONS:

- Any content including costume, wigs, and/or makeup must feature cast members appearing fully “show ready.” Content will not be approved if a cast member is in partial costume, including at fittings.
- The context of any photo and/or post should be in direct relation to the show and your performance in it. It should not be in relation to your personal life outside of the show.
- Any content captured on deck during a performance will not be approved.
- Content will not be approved if it gives away any surprises or secrets of the production – such as the levitator, the identity of the Scarecrow or Tin Man, or the fact that Elphaba lives after the melting – or anything that is confidential, including but not limited to: special effects, quick changes, set pieces and automation, costume storage or maintenance, and any other theatrical elements that the audience would not normally see. Please help us protect the magic of Oz!

#### PLEASE KEEP IN MIND:

- During the show, from half hour until curtain down, we ask that all members of the company please not publicly engage on social. This is meant to be time to focus on the show and stay present in the work on stage. That said, you are permitted to take and post photos of you at the theatre *outside of your call time* without pre-approval from Situation, so long as the content does not include any production-related visuals, media, or intellectual property (as detailed above).
- When creating content at the theater, please remember that this is a workplace. Be respectful, and use your best judgment in considering whether your content is appropriate.

#### ADDITIONAL SOCIAL CONTENT POLICIES

- If you cover a role and will be performing this role on a certain date, you may publicly announce said date without pre-approval from Situation as long as:
  - Any production-related images or content accompanying the post (such as photos of yourself in costume) are pre-approved by Situation.
  - You do not reference the reason a principal cast member is not performing their role on that date.
  - You please make a concerted effort to reach out to the company member you are covering so that they are aware that you’re posting, as they may receive questions of their own on their channels.

- Please do not post about any unforeseen technical problems, mishaps, or accidents that may occur in the run of the show. While they may seem amusing, they can hurt the overall reputation of the brand.
- Please do not post about any opportunities for backstage tours or access, whether in exchange for a charitable donation or otherwise.
- Please do not post photos of fellow cast members or crew members without their permission. All non-production photos featuring other company members *must* have their approval (this includes those who are in the background).
- While at press events (photo shoots, interviews, TV performances, etc.), please do not post any content that may reveal the shoot, event or interview unless requested to do so by our press or marketing team.
  - Once the final press article is posted, you can certainly feel free to share the article on your social channels without getting permission.
- Whether on personal social media accounts, or in the context of public or private posts or other activities, please avoid statements or other activity that:
  - Discriminates against or harasses others based on race, gender, sexual orientation, or other characteristic protected by Company policy or applicable law;
  - Is bullying, demeaning, threatening, or advocates for violence; or
  - Would violate the Respect In The Workplace policy, WICKED's Anti-Discrimination Statement, or other Company policies.
- Please avoid posting content or comments that could be perceived as controversial. Should you engage in any potentially controversial topics, please do not relate it back to the show or your work on WICKED.

## **SOCIAL ENGAGEMENT POLICIES**

- Keep in mind that WICKED is a full-price, high-quality brand – all of our advertising and social media presence keeps to that standard, and we want your social media to do the same.
- Please do not like, repost or share any unofficial photos taken by audience members (including photos of the curtain call or bows) or “bootleg” videos – if you come across any bootleg videos, please reach out and report them to the Situation team.
- Please do not engage with any negative sentiments on the show’s official channels. Similarly, we encourage you to not respond to negativity on your personal channels.
- Please avoid any participation in any online chat room conversations relating to the show, its creative team, company members or staff at any time or providing any information about the production or its company members to any third party.

## SOCIAL CAPTAINS

- At certain points, our designated social captains may capture content after half-hour. No content will ever be captured DURING the show.
- These captures are sanctioned and approved by management and the Producers as part of the ongoing social content plan.
- Capturing post half-hour is still going to be extremely limited as we want the focus to be on preparing for the show, but for certain moments, we may need to capture content after half-hour, which will always be approved and sanctioned by management to be solely captured by our designated social captains.
- Of course, if anyone has any ideas for content that would need to be captured during half-hour, or questions on what will be captured, please share them with the social captains who will then come to the Situation team for approval.

## ADDITIONAL SOCIAL OPPORTUNITIES

- We will schedule periodic “photo calls” to capture photos of the company backstage in costume. If we post this content to our social channels, we will tag each respective company member in the photo so you can share to your channels.
- We will make sure that behind-the-scenes photos and production photos are made available to the entire company to share on your social channels.
- On certain days (such as National Swing Day), we may ask to take a photo of company members backstage at or after half hour. WICKED will share these moments to social and tag company members to share to your social channels as well.
- WICKED works with five official charity partners and participates in various industry events (such as the Broadway Cares Flea Market). If you are involved in any of those, it is fine to share photos from those events or tag WICKED in events where you’re participating as a WICKED employee.
- If you’re interested in answering questions from fans with a recorded video, let us know and we can ask our fans to send in their questions for you to answer (before or between shows) and we can share your video responses on our social channels.
- If there is a special moment (first performance, final performance, etc.) that you would like to celebrate that would require a photo in costume or involving any track on-stage or backstage, or if you have any specific ideas for specialty posts, please present them via email to Situation in advance at [wickedsocial@situationinteractive.com](mailto:wickedsocial@situationinteractive.com). Situation will respond in a timely manner, and if the concept and idea works, we will provide a photographer to capture the moment and assist with the posting.

Thank you for your compliance with this policy and thank you for all you do here at WICKED!