

Social Media Policy

2026 - 2027

This Social Media Policy sets expectations for professional, safe, and respectful use of social media within the Centre ("the Kristie Louise Dance Academy")

It aims to:

- **Protect the wellbeing and privacy of students, trainee teachers, instructors, and staff.**
- **Safeguard KLDA's reputation**
- **Ensure compliance with child safeguarding, copyright laws, and professional standards within the performing arts sector.**

This policy applies to:

- **All trainee teachers, instructors, administrative staff, and contractors**
- **All official KLDA social media accounts**
- **Personal accounts when referencing KLDA, students, or activities**

Safeguarding & Child Protection

The following rules apply:

- **No posting identifiable images or videos of minors without written parental/guardian consent**
- **Do not share class lists, schedules, attendance records, or any student personal information with anyone outside the academy unless a member of staff or instructor**
- **Do not communicate privately with students under 18 through personal social media accounts**
- **Report any safeguarding concerns immediately to the designated safeguarding lead**

Official Social Media Use

Authorized Users

Only approved staff members may create or post on official KLDA accounts.

Content Guidelines

Posts made on behalf of KLDA must:

- **Reflect KLDA's mission, values, and professional standards**
- **Be positive, inclusive, and supportive**
- **Use approved branding, logos, and dance photography/videography**
- **Never share unsafe dance practices or harmful trends**
- **Credit choreographers, teachers, and performers appropriately**
- **Only use first names on any posts**

Promotions & Marketing

- All students must have written parent/guardian consent to the posting photos/videos of classes or performances
- Ensure music used in videos respects copyright/licensing rules
- Avoid sharing choreography that has not been cleared for public distribution
- All social media content will be taken via instructors or staff members
- If an external company is employed to take photos & videos they must sign the social media policy & do not share any content on their own business or personal platforms without KLDA's permission

Personal Social Media Use

Trainees and staff may use personal social media accounts but must:

- Be respectful when referring to KLDA, teachers, peers, or students
- Not post videos of KLDA choreography, exercises, or class combinations without permission
- Avoid sharing behind-the-scenes content that may reveal confidential teaching methods or training materials
- Not engage in negative or unprofessional discussions about colleagues, students, or KLDA
- Clarify that any opinions related to dance education or training are personal views

Professional Boundaries

All instructors & staff should follow the below:

- Do not "friend," follow, or message current under-18 students from personal social media accounts
- Maintain appropriate professional language and tone when interacting online
- To conduct themselves in a professional manner online, just as they would in face-to-face classes.
- To use separate business accounts for platforms like Zoom, maintaining a professional demeanor, and ensuring a safe teaching space.

Prohibited Conduct

The following is strictly prohibited:

- Posting inappropriate or suggestive photos/videos while identifying yourself as part of KLDA
- Sharing unsafe dance practices, misinformation, or injury-risking techniques
- Bullying, harassment, discrimination, or offensive comments
- Posting confidential KLDA documents, curriculum materials, or assessment criteria
- Sharing rehearsal footage or choreography without permission from the choreographer/instructor
- Using social media in a way that disrupts training, teaching, or work performance

Intellectual Property & Copyright

To protect the KLDA Teaching Training Centre and the dance community:

- Obtain permission before sharing choreography, music, class routines, or teaching techniques
- Always credit choreographers and instructors when posting permitted content
- Do not upload or stream classes or workshops unless formally approved

Privacy & Confidentiality

All trainees and staff must ensure:

- No sharing of students full names (first names may be shared with consent given), performance results, injury information, or personal details
- No discussing internal issues, disciplinary matters, or complaints online
- Respect for the privacy of all dancers and families
- Personal information should not be shared without permission, and individuals should be encouraged to use official business accounts rather than personal ones for professional interactions

Academy Monitoring & Enforcement

The KLDA Teaching Training Centre may:

- Review public posts related to KLDA
- Request removal of content that violates this policy
- Take disciplinary action for repeated or serious violations
- Suspend access to official accounts when necessary

Reporting

Any concerns regarding inappropriate online behavior, safeguarding issues, or account breaches must be reported immediately to: [Kristie Seeley]

Acknowledgment

All trainees, teachers, and staff must sign an acknowledgment confirming:

- They have read and understood this policy
- They agree to comply with its guidelines
- They understand potential consequences for violations

Any trainee teachers, instructors, and staff found in breach of this policy will result in suspension of their teaching commitments until the violation has been dealt with.

Depending on the severity of the violation, immediate dismissal may be given or a written warning. Repeat violations with a written warning already given will lead to immediate dismissal at KLDA.

Social Media, Photography & Videography Consent

At KLDA, we love celebrating our students' achievements and sharing the progress of our dance school with families, friends, and the wider community.

Social media and our website also help us promote the school and showcase the opportunities available for our students.

Photos and videos will only be taken and used where appropriate consent has been provided via your Studio Pro account.

By giving consent, you agree that your child may be:

- Photographed or filmed during dance classes, rehearsals, performances, competitions, or other KLDA events by members of KLDA staff or professional photographers/videographers appointed by the school.
- Featured in photos or videos that may be used on KLDA's social media platforms, website, printed marketing materials, and other promotional content.
- Included in photographs or videos taken during Watching Weeks, performances, or events. Whilst parents and guardians are expected to focus on recording their own child, other students may unintentionally appear in the background.

Parent & Guardian Responsibilities

To help protect the privacy and wellbeing of all our students, parents and guardians agree that any photos or videos they take during Watching Weeks or KLDA events will be used responsibly.

Images or videos containing children other than your own must not be shared on social media or any public platform without the express permission of the child's parent or guardian.

In some cases, parents will not be allowed to take photos during watching weeks & this will be specified by the teaching member of staff at the beginning of the class.

Opting Out

If you do not wish for your child to appear in any photographs or videos taken by KLDA, please update your preferences by opting out via your Studio Pro account.

Parents who have opted out may choose one of the following options for group photographs:

- Allow participation in large group photographs, with your child's face blurred or otherwise obscured before any image is published or used by KLDA.
- Do not allow participation in any photographs. In this case, your child will be asked to stand to one side while group photographs are being taken.

KLDA cannot control or accept responsibility for photographs or videos taken by members of the public during events, but we ask that all families follow our Photography & Videography Policy and respect the privacy of other students.

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Signed: K L Seeley.

Name: Kristie Seeley.

Date: 1st July 2026