

SLDS Social Media Policy updated 5/11/2024

The purpose of this policy is to encourage good practice, to protect the school and its community, and to promote the effective use of social media.

This policy covers personal and professional use of social media and aims to encourage its safe use by the whole school community.

South London Dance School recognises and embraces the numerous benefits and opportunities that social media offers and so uses Facebook and Instagram ONLY to:

- promote classes and opportunities which the school may offer
- celebrate achievements of members of the school community
- inform the school community about events / deadlines
- progress the school vision, ethos and culture.

For above purposes, South London Dance School uses photographs and video clips of students, staff and other members of our school community, along with supporting text. As per our student Terms and Conditions, South London Dance School reserves the right where appropriate to record or photograph students for marketing purposes on social media. Images and footage used will be in line with the **SLDS Photography and Filming Policy**.

At South London Dance School, our ethos is that our social media presence will be positive and encouraging for students and staff and serve to enhance opportunity for our school community. All members of our school community are required to ensure their own social media content is in line with this ethos.

All communication you share to our pages can be seen by anyone and you must ensure that it will not have a negative effect to individuals, the schools reputation or professional standards. If you need to discuss anything privately with South London Dance School, please contact the office via email or telephone.

Staff, volunteers, students and parents / carers should not upload any content on social media sites that:

- is confidential to South London Dance School

- amounts to bullying
- amounts to unlawful discrimination, harassment or victimisation
- brings the school into disrepute
- contains lewd, sexually explicit, threatening or similarly inappropriate or offensive comments, images or video clips
- undermines the reputation of the school and/or individuals
- is defamatory or knowingly false
- breaches copyright
- is in any other way unlawful.

Staff and volunteers social media accounts

- You should be aware that there are some associated risks to all social media usage, especially around issues of safeguarding, bullying and personal reputation.
- Ideally, you should have a private profile for personal use and public profile for work use.
- You should be aware of both professional and social boundaries and should not therefore accept or invite 'friend' requests from students or ex-students under the age of 18, or from parents / carers on their social media accounts, and you must not follow them.
- However, if your work profile is ONLY used for Performing Arts work and is operated in accordance with this policy, then you may allow students or ex-students under the age of 18 to follow you, but you must not respond to any message they send to you (other than to allow them to follow you) and you must not follow them.
- If you choose to have a public personal profile, or content on your work profile are NOT limited to the Performing Arts, then you must exercise careful judgement about your content, bearing in mind that what you say about a sensitive subject might be impactful to others, also being aware of your own reputation and your association with South London Dance School, where you are a respected member of the school community, meaning your public posts will always be connected to the school. You should consider:
 - how a young person might be influenced by your opinion / belief, also how they might be offended / distressed by your opinion / belief (remember they look up to you as their teacher, or member of their dance school community, so they are likely to be impacted by your posts);
 - that you may be teaching a wide range of students from a wide range of backgrounds and it can be almost impossible to comment on sensitive subjects without causing offence / distress to one party when supporting another;

- whether any comment, photograph or video that you are about to post on a social networking site is something that you think is suitable for students, colleagues, or even future employers, to read.

Inappropriate use of social media

- You must report any content or online activity which raises a safeguarding concern to the Designated Safeguarding Officer;
- You must report to the Principal any incidence of cyberbullying to you personally (for example, inaccurate, inappropriate or inflammatory material about you which is being used without permission).
- Following a report of inappropriate use of social media, the Principal will conduct a prompt investigation and take the necessary action in line with the schools bullying or disciplinary procedure.