



Social Media and Website Policy

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 dance school.

Dance-Beat recognises the need to ensure the welfare and safety of all young people. In accordance with our Safeguarding policy, we will not permit photographs, videos or other images of students to be taken without the consent of the parents/guardian and children. Dance-Beat will follow the guidance for the use of photographs, videos and images a copy of which is available from Laura Davies. Dance-Beat will take steps to ensure these are used solely for the purposes they are intended. If you become aware that these images are being used inappropriately you should inform Dance-Beat– Laura Davies immediately.

Facebook and Instagram:

Dance-Beat 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, where a parent or guardian has given consent to Dance-Beat on the student contact form.

Dance-Beat will use photographs and video clips of students and staff along with supporting text. Images and footage used will be in line with the Dance-Beat's Photography and Filming Policy.

Our social media pages:

- Social media is only run by Dance-Beat staff members.
- Laura Davies keeps a regular check on the pages.
- Laura Davies will delete any post that she feels is inappropriate.
- If you become aware that any images or videos are being used inappropriately you should inform Dance-Beat– Laura Davies immediately.
- The social media pages are password protected.
- All account names and email addresses shall be appropriate for a professional organisation.

Our website page:

- Our website is run by Swift image:
Email address: info@swiftimage.co.uk
- Information on the website will be provide by Dance-Beat
- Laura Davies regularly checks all the pages.
- Laura Davies will delete any post that she feels is inappropriate.
- We will only use images or videos of students that parents or guardians have given consent.
- Photos are shared to our website provider are done by using a secure Dropbox file and the website provider will delete these once they're uploaded on the website.

At Dance-Beat 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 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, our reputation or professional standards.

If you need to discuss anything privately with Dance-Beat, please contact the Laura Davies via email or telephone.

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

- is confidential to Dance-Beat
- 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 Dance-Beat and/or individuals
- is defamatory or knowingly false
- breaches copyright
- is in any other way unlawful.

Staff and volunteers should:

- ensure that any use of social media is carried out in line with this policy and be aware that there are some associated risks to social media usage, especially around issues of safeguarding, bullying and personal reputation.
- be aware of their online reputation and recognise that their online activity can be seen by others including parents, students on social media.
- be responsible for their words and actions in an online environment. They are therefore advised to consider whether any comment, photograph or video that

they are about to post on a social networking site is something that they want students, parents/guardians, or even future employers, to read.

- 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 / guardians on their personal social media accounts.
- All communication with parents / guardians via social media should be through Dance-Beat social media accounts.
- Report any content or online activity which raises a safeguarding concern to the Designated Safeguarding Officer- Laura Davies.
- Report to Laura Davies any incidence of cyberbullying to you personally (for example, inaccurate, inappropriate or inflammatory material about you which is being used without permission).

Inappropriate use of social media or website use:

Following a report of inappropriate use of social media or website use. Laura Davies will conduct a prompt investigation and take the necessary action in line with Dance-Beat's bullying procedure.

- Laura Davies – Designated Safeguarding lead

Signed by Laura Davies



Date: ___20/09/25_____

Email address: lauradance-beat@hotmail.com

Telephone: 07921817633

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