Eleanor Moss School of Dance
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SOCIAL MEDIA POLICY

The availability and use of social media brings opportunities to engage and communicate with one another in quicker and more convenient ways. It is important that we are able to use these technologies effectively, while ensuring the wellbeing and safety to all dance school students, parents, staff and anyone else associated with Eleanor Moss School of Dance.

The policy requirements in this document aim to provide this balance to support innovation whilst providing a framework of good practice. They apply to all members of staff at Eleanor Moss School of Dance and some aspects also apply to students/parents.

The purpose of the policy is to:

- Protect the school from risks
- Ensure the school and its staff and protected
- Safeguard all students and persons associated with the School

Definitions of Social Media

Social media is a broad term for any kind of online platform which enables people to directly interact with each other. It allows people to share information, ideas and views. Examples of social media include Facebook, X (formerly Twitter), Google+, Instagram, Tik Tok, Flickr, YouTube and Threads etc.

Eleanor Moss School of Dance social media pages include:

Facebook: www.facebook.com/eleanormossdance/
Instagram: www.instagram.com/eleanormossdance/

Information for Students

- Students should not join any social networking sites if they are below the permitted age for that social media site
- Ask permission from parents/guardians to join social media groups
- Be polite and respectful on social media and do not make inappropriate comments (including private messages) about the school, teachers or other students
- Do not post photos, videos or comments that include or relate to other students at the school
- Do not ‘follow’ or ‘friend’ teachers or members of staff on their personal social media pages
- Students are welcome to contact the dance school via its public social media pages or via email for any questions, helpful tips and advice related to dance classes

Information for Parents/Guardians

- When a student joins our school, parents/guardians must complete the registration form which includes a photography and video section and either give permission or not give permission for photos/video to be taken of their child
- Do not post photos, videos or comments that include other children at the school
- Parents should not post any photos or footage of classes or performance rehearsals without the teachers permission - This is a safeguarding issue, but also a copyright issue with any RAD syllabus and music.

- Parents should raise queries, concerns and complaints directly with the school in private rather than posting them on social media – whether on personal profiles, in closed groups (e.g. groups set up for school parents to communicate with each other) or on the school's pages
- Not posting anything malicious about the school or any member of the school community

How we enforce our policy

If parents/guardians, infringe a rule such as posting photos including other pupils, you will be contacted by the school and asked to remove the content. If parents/guardians continue to break the rules, the school may ultimately ban cameras, phones and videos from school events.

This may seem an extreme move – especially if you know that the parents or guardians of other children in your child's class are happy to have photos posted on Facebook - but in some cases, identifying a child who is the subject of a safeguarding issue (e.g. a child who has been adopted or fostered, or who has an injunction against a family member) could put them at risk. This means it's essential that we uphold our policy through whatever means possible.

If a parent/guardian is accused of making malicious comments about the school or a teacher on social media, the government advises that the parent/ guardian should be invited to a meeting with the school.

If the parent/guardian has a reasonable complaint, this should be addressed through contacting the school – but we can request that the offensive comments are removed. If the parent/guardian refuses, Eleanor Moss School of Dance can escalate the matter by reporting it to the social networking site or the local authority or they can seek legal advice.

Comments that are threatening, abusive, racist, sexist or that could be seen as a hate crime will not be tolerated and may be reported to the police.

When using social media Eleanor Moss School of Dance will:

- Only post identifying pictures of children (where faces are visible) on social media for whom we have photo/filming consent
- Contact parents if they wish to post a picture of your child and do not know if permission has been granted
- Not include personal information of children including names and ages on social media unless extra consent has been obtained from parents/ guardians

If you have any questions regarding our social media policy please contact us via your website www.eleanormoss-schoolofdance.com or email elliemossdance@gmail.com