

Dance Collective Social Media Policy 2026–2027

Introduction

This Social Media Policy outlines the expectations for the responsible use of social media by all students, parents, staff, and volunteers at our dance school. Social media is a valuable tool for communication, connection, and promotion of our dance community. However, it also comes with responsibilities. By following this policy, we work together to maintain a respectful, positive, and professional online presence that reflects the values and reputation of our Dance Collective.

1. Professionalism

Conduct yourself in a manner that reflects professionalism at all times when posting or interacting online. Avoid participating in any online activity that could harm the reputation of the dance school, its teachers, students, or anyone affiliated with our dance school.

Do not share personal or confidential information about members of our dance community without explicit permission.

2. Respect and Inclusivity

Treat everyone with respect, kindness, and courtesy in all online interactions.

Refrain from posting or engaging in discriminatory, harassing, or bullying behaviour.

Avoid sharing any content that could be considered offensive, harmful, or derogatory based on race, gender, religion, sexual orientation, disability, or any other protected characteristic.

3. Confidentiality and Privacy

Respect the privacy of all students, staff, and families.

Do not post or share personal, private, or sensitive information without clear consent.

Refrain from discussing internal issues, disputes, or private conversations involving the dance school on public or personal social media accounts.

4. Intellectual Property & Copyright

Always respect copyright and intellectual property rights.

Do not post or distribute music, choreography, class recordings, or images without permission and proper credit.

Obtain approval before sharing any creative works tied to the dance school.

5. Endorsements & Sponsorships

Clearly disclose any professional or financial relationships when endorsing products, services, or events connected to the dance school.

Seek approval from dance school leadership before agreeing to sponsorships or endorsements on behalf of the school.

6. Official Communication

All official news, updates, and announcements will be shared through the school's official social media channels.

Personal accounts should not be presented as representing the school's official position unless you have explicit authorisation.

7. Monitoring & Enforcement

The dance school reserves the right to review public social media content to ensure compliance with this policy.

Violations may result in appropriate action, including warnings, suspension, or dismissal, depending on the severity of the violation.

Acknowledgment

By enrolling in our dance school for the 2026–2027 season, you acknowledge that you have read, understood, and agree to comply with the Social Media Policy. Enrolment serves as agreement to these guidelines, and your online presence should always reflect the values of Dance Collective and the dance community as a whole.