**Social Media Policy**

**Sammy’s School of Dance**

**Use of Photographs/Video:**

* From time to SSD staff may take photos of students to share on Instagram, Facebook and the school website. Parents are given the opportunity to opt out of this when they sign up, and can opt out at any time.
* When using student images no full names will be given.
* Parents are not authorised to share photos of any SSD student (other than their own) if an opportunity allows for parents to take photos of classes or performances, all other students in shot MUST be cropped out or covered.
* SSD have a collective Youtube account sharing videos of performances, class routines and events. Any parent who wishes for their child not to be filmed for this purpose or for social media can opt out at anytime by letting the principal know.
* Our Youtube channel is an advertising tool, and is open for public viewing

**Social Media Management:**

* SSD use social media channels for advertising the work we do, we often share the work of our students, their success and achievements.
* SSD staff will never befriend students under the age of 17 on any social media channel, nor will they accept a friend request.
* If any student is being bullied or harassed online, SSD staff will do their utmost to assist parent and student with the relevant support bodies.

**Whats App:**

* SSD have an announcements group on whats app, used to keep prents upto date with information and announcements.
* SSD use whats app chat groups for communication with specific groups of parents including – Examinations, Showteam and Festival Team.
* Parents should not be using the whats app network to add friends of families, or to gossip about other parents/Staff or students. Any parent not complying with polite behaviour or language will be removed.
* Parents of any students who have left the school will be removed from the group chat immediately.
* SSD student chat is for students to ask staff questions relating to their class work or performances, and for SSD staff to share links to exercises, or events that may benefit those students, this option is only applicable to students aged 10 yrs and above with written permission of the parent / legal guardian.

**Contact:**

* To contact SSD, please use email. In the event of an emergency parents may contact the principal via whats app / text.

**Reviewed by:** Miss S Pickard

**Date:** July 2024