



## **Photography/Video/Social Media & Press Policy**

This policy is to encourage good practice, to protect the academy and its community and to promote 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.

Photography and video recordings may be taken by parents at end of term demonstrations with permission of the class teacher but **must not** be shared on any social media platform.

During academy productions/performances professional photographs and video recordings will be taken and may be used to promote the academy. Any parents/guardians who do not want their child to be included in such recordings need to contact the academy principal.

Photos and videos may be taken in classes by the class teacher, these may be used to support teaching methods and/or used for publicity of the academy on our online social media platforms or website. All photographs and videos will be taken on a designated device which is property of AADA and is stored securely within the studios.

Editing applications such as canva/capcut may be used to edit video and/or photographs before these are used. These may be shared via Dropbox to enable a two-factor check of any media that is intended to be shared online/on social media, the final decision/edit will remain with the academy principal. Permission will be gained from parents to appear in recordings on admission; parents can withdraw this permission at any time by contacting the academy principal.

Once uploaded any photos or video recordings will be deleted from the device and any editing applications and will only remain on our social media sites.

## **Social Media**

We recognize and embrace the numerous benefits and opportunities that social media offers and so use **Facebook** and **Instagram** ONLY (previously TikTok) to:

- Promote classes and opportunities which the academy may offer
- Celebrate achievements of members of the AADA community
- Inform members of events and deadlines
- Progress the vision, ethos and culture of the academy.

For the above purposes AADA uses photographs and video clips of students, staff and other members of our school community, along with supporting text. All images and footage used will be in line with the photo/video policy.

AADA aims to ensure 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 is in line with this ethos. All communication shared to our pages can be seen by everyone and you must ensure that it will not have a negative effect to individuals, the school's reputation or professional standards. If you need or wish to discuss anything privately, please contact Miss Amanda.



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

- Is confidential to Amanda Alder Dance Academy
- 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 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 own online reputation and recognise that their online activity can be seen by others including parents, students and colleagues 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 media networking site is something they would want students, colleagues or even future employers to read.
- Be aware of both professional and social boundaries and should only communicate with parents/carers, students via AADA social media accounts.
- Report any content or online activity which raises a safeguarding concern to the designated safeguarding officer.
- Report to the principal any incidents of cyber bullying

### **Inappropriate use of social media**

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 academy's bullying or disciplinary procedures.