



Linzi Grace School of Dance

Social Media Policy

Last updated: 9th March 2026

This Social Media Policy outlines how **Linzi Grace School of Dance** uses social media and sets clear expectations for staff, students, and parents when engaging with our online platforms.

Our aim is to celebrate our students' achievements, share information with families, and promote our dance school while ensuring the **safety, wellbeing, and privacy of all children**, in line with UK safeguarding and data protection guidance.

This policy should be read alongside our **Privacy Policy and Safeguarding Policy**.

1. Our Use of Social Media

Linzi Grace School of Dance may use social media platforms such as:

- Instagram
- Facebook
- TikTok
- YouTube
- Other platforms used for marketing or communication

Our social media accounts may be used to:

- Celebrate student achievements
- Share photos or videos from classes, shows, or events
- Promote classes and school activities
- Share important announcements or updates
- Promote dance opportunities within the school

Social media is used in a **positive, responsible, and safeguarding-focused way**.

2. Photography and Video of Students

Photos or videos of students may be shared on our social media channels **only where parental consent has been provided.**

Consent is collected through a **tick box on the student registration form.** Parents or guardians can withdraw this consent at any time by contacting the school on **linzigracedance@gmail.com.**

Where images are used, we aim to follow good safeguarding practice by:

- Avoiding the use of full names alongside images where possible
- Avoiding tagging personal student accounts of under 18s
- Avoiding sharing sensitive personal information
- Using images that are appropriate and respectful

Images will only be used for **dance school promotion and celebration purposes.**

3. Withdrawing Consent

Parents or guardians may withdraw consent for their child's images to be used at any time.

Requests should be sent to: **linzigracedance@gmail.com**

Once consent is withdrawn, we will stop using images of that student in future posts. We will also remove past images where reasonably possible.

4. Safeguarding and Child Protection

The safety of our students is our highest priority.

To help protect children online:

- Staff will not share personal information about students online.
- Images will be appropriate and respectful.
- Posts will avoid identifying children by full name where possible.
- No private communication with students under the age of 16 through personal social media accounts is permitted.

Staff members are expected to maintain **clear professional boundaries online.**

5. Communication Through Social Media

Our social media pages are primarily used for **information sharing and promotion**.

Important matters such as:

- student welfare
- safeguarding concerns
- complaints
- booking enquiries

should be directed to the dance school via **email or official contact channels**, rather than social media messaging.

6. Expectations for Parents and Students

We encourage families to celebrate their child's achievements online; however, we ask that parents and students use social media respectfully.

Parents and students should:

- Communicate respectfully with staff and other families online
- Avoid posting negative or defamatory comments about the school, staff, or students
- Avoid sharing private information about other children
- Respect the privacy of other families

Any concerns should be raised directly with the school rather than through social media.

7. Sharing Show or Performance Content

During performances or events, photography or video recording by audience members may be restricted in order to protect the privacy and safeguarding of all children involved.

Where restrictions apply, parents will be informed in advance.

Professional photos or videos may sometimes be arranged and shared with families after the event.

8. External Tags and Mentions

If parents share photos or videos of their child from dance classes or performances and choose to tag the dance school, we may occasionally **re-share these posts** on our social media channels where appropriate.

However, we will always aim to respect the privacy and safeguarding of all students.

9. Photography and Filming During Watching Weeks

At certain times of the year, such as **Parents' Watching Week at the end of the Winter and Spring terms**, parents and guardians may be invited to observe their child's class.

We understand that parents may wish to take photos or short videos of their child during these sessions. However, we ask that families are mindful that **other children may appear in the background of images or recordings**.

To help protect the privacy of all students:

- Photos and videos should be taken **sensitively and respectfully**.
- Images or recordings that include other children should **not be shared publicly on social media without permission from the other child's parent or guardian**.
- Parents should avoid recording other children directly.

The safety and privacy of all students is very important to us, and we appreciate families helping us maintain a respectful and supportive environment.

In some classes, there may be students whose parents or guardians have requested that **photographs or videos are not taken**, or where additional safeguarding considerations apply.

In these situations, parents will be asked to **refrain from taking photos or videos during the class**, including during Parents' Watching Week.

Where this applies, families will be **informed in advance** so that everyone understands the expectations for that class.

We appreciate parents' cooperation in helping us protect the **privacy, safety, and wellbeing of all children** attending the dance school.

10. Moderation of Social Media Pages

Linzi Grace School of Dance reserves the right to remove comments or block users from our social media pages if content:

- Is abusive, offensive, or inappropriate
- Contains misinformation about the school
- Breaches safeguarding expectations
- Shares private information about students or families

Our pages are intended to be **safe, positive, and supportive spaces** for our dance community.

11. Online Behaviour and Cyberbullying

At **Linzi Grace School of Dance**, we are committed to creating a positive and supportive environment for all students both in person and online.

Bullying or negative behaviour towards students, parents, or staff through social media, messaging apps, or online platforms will not be tolerated. This includes posting harmful comments, sharing inappropriate content, or engaging in behaviour that may cause distress to others within the dance school community.

Any concerns relating to online bullying should be reported to the school so they can be addressed appropriately. Further information about how we manage bullying concerns can be found in our **Anti-Bullying Policy**, available on our website.

12. Data Protection

Any personal information shared through social media will be handled in accordance with:

- **UK GDPR**
- **The Data Protection Act 2018**

For more information on how we manage personal data, please refer to our **Privacy Policy**.

13. Policy Updates

This policy may be updated periodically to reflect changes in safeguarding guidance, social media practices, or legal requirements.

The latest version will always be available on our website.

14. Contact

If you have any questions regarding this Social Media Policy, please contact:
linzigracedance@gmail.com