



## **ADA SOCIAL MEDIA POLICY**

The purpose of this policy is to encourage good practice, to protect ADA and its community, and to promote the effective use of social media.

This policy covers personal and professional use of social media and aims to encourage it's safe use by the whole of ADA.

ADA recognises and embraces the numerous benefits and opportunities that social media offers so uses Facebook and Instagram to:

- Promote classes and opportunities which the school may offer
- Celebrate achievements of members of ADA
- Information on upcoming events
- Progress the school vision and ethos

For above purposes, ADA uses photographs and video clips of students, staff and other members of our school community, along with supporting text. As per our student Terms and Conditions, ADA reserves the right where appropriate to record or photograph students for marketing purposes on social media if consent has been obtained through our registration process.

At ADA, our ethos is 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 content is in line with this ethos especially when mentioning ADA.

All communication you share to our pages can be seen by anyone and you must ensure that it will not have a negative effect to individuals, the schools reputation or professional standards. If you need to discuss anything privately with ADA, please contact via email or speak with a member of staff in person.

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

- Is confidential to ADA
- 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 other 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 associated risks to social media usage, especially around issues of safeguarding, bullying and personal reputation.
- **Only share official ADA posts and DO NOT create your own (unless you are a parent posting about your own child or your own success at ADA be sure to tag us), if you would like to celebrate success or promote an event ask ADA to create a post for you especially if it has photographs and students details, this official post can then be shared on social media.**
- Be aware of their 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.
- Consider whether any comment, photograph or video that is posted on social media is something that they want students, colleagues, or even future employers to read.
- **Be aware of professional and social boundaries and should not therefore accept or invite 'friend requests' from students or ex-students under the age of 16 Years, the exception to this is if a student has a dancer account and consent has been obtained from parents.**
- All communication with parents/carers should be through official ADA WhatsApp groups or email.
- Report any content or online activity which raises a safeguarding concern to ADA's Safeguarding Lead.
- Report any incidence of cyberbullying to you personally (for example, inaccurate, inappropriate or inflammatory material about you which is being used without permission).

## **Inappropriate use of social media**

Following a report of inappropriate use of social media, the Safeguarding Lead / Principal will conduct a prompt investigation and take necessary action inline with the schools or disciplinary procedure.