

SOCIAL MEDIA POLICY



Introduction

At Momentum School of Dance, we value the benefits of social media as a tool for communication, promotion, and community building. This policy outlines the expectations for responsible and respectful social media use by our staff, students, and parents to protect the reputation of the school and ensure a safe, inclusive environment.

Scope

This policy applies to all members of the Momentum School of Dance community, including staff, students, parents, and anyone representing the school. It covers all social media platforms, including but not limited to Facebook, Instagram, Twitter, TikTok, YouTube, and private messaging groups related to the school.

General Guidelines

1. **Respectful Communication:** Posts, comments, and messages should always be respectful, kind, and professional. Harassment, bullying, or discriminatory language will not be tolerated.
2. **Representation:** Only designated staff may post official content on behalf of Momentum School of Dance. Personal opinions should not be presented as the school's views.
3. **Privacy:** Do not post or share any personal information about students, parents, or staff without their explicit permission.
4. **Permission for Photos and Videos:** Any photos or videos of students shared on the school's official platforms will require prior consent from parents or guardians.

Social Media for Students and Parents

1. **Positive Engagement:** Students and parents are encouraged to use social media to celebrate achievements and events but must do so responsibly and respectfully.
2. **Confidentiality:** Avoid discussing private or sensitive matters relating to the school, staff, or other students on social media.
3. **Tagging and Sharing:** Parents and students should refrain from tagging the school in inappropriate or unrelated content.
4. **Personal Accounts:** Any student under the age of 18 should not contact any Momentum School of Dance staff via their personal social media profiles.

Staff Responsibilities

1. **Professionalism:** Staff members should maintain professional conduct on their personal social media accounts, avoiding content that could harm the school's reputation.
2. **Boundaries:** Staff must not accept friend or follow requests from students on personal accounts. Communication with students via social media should occur only through official school channels.
3. **Approval of Content:** Any content related to the school must be reviewed and approved by the school's management team before posting.
4. **Personal Accounts:** All staff members of Momentum School of Dance will not respond to any interactions made by students under the age of 18 on their personal social media profiles.

Monitoring and Enforcement

1. Momentum School of Dance reserves the right to monitor public social media activity related to the school.
2. Violations of this policy will result in disciplinary action, including removal from classes or events, suspension of social media privileges, or termination of enrolment or employment.

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Reporting Concerns

If you encounter inappropriate or concerning social media activity related to the school, please report it immediately to the school's management team at MSODOffice@Gmail.com. All reports will be handled confidentially.

Policy Updates

This policy will be reviewed regularly and updated as necessary to reflect changes in social media use and technology.

By engaging with Momentum School of Dance on social media, you agree to adhere to this policy. Thank you for helping us create a positive and respectful online presence.