



## Social Media and Media Release Policy

The following policy aims to create a safe, supportive, and respectful environment for children and young people attending FGDA.

At **Future Generation Dance Academy (FGDA)**, we recognize the importance of promoting our students' achievements, showcasing the talent and hard work within our community, and maintaining a strong online presence. We also respect the privacy and preferences of our students and their families. This **Social Media and Photography/Media Release Policy** outlines the rules and procedures for photographing, filming, and sharing images and videos of our students, as well as the usage of social media by FGDA.

### 1. Purpose of the Policy

The purpose of this policy is to ensure that:

- Students and families are informed of how their images, videos, and information will be used.
- FGDA's social media accounts and media platforms are used responsibly and respectfully.
- All parties understand their rights and responsibilities regarding media and social media use within the academy, and agree to have their child's photograph taken at FGDA to be used for promotional purposes.

### 2. Photography and Filming at FGDA Events

- **Permission to Take Photos/Videos:** During classes, rehearsals, performances, and other FGDA events, photographers and videographers may be present to capture images or footage for promotional, educational, or archival purposes. These images and videos may be shared on the FGDA website, social media, marketing materials, or other media outlets.
- **Parental Consent for Students:** Prior to the start of the term or session, parents/guardians of students under the age of 18 must complete a **Media Release Form** indicating their consent or refusal for their child to be photographed or filmed. This form allows parents to specify any restrictions regarding the use of images or videos. Parents/guardians can update or revoke this consent at any time by notifying FGDA in writing.
- **Adult Students:** Adult students (18 years and over) must provide their own consent for the use of their image, video, or other media.

### 3. Use of Images, Videos, and Media Content

- **Promotional Use:** By consenting to the use of images or videos, parents/guardians and adult students allow FGDA to use these materials for promotional purposes, including but not limited to:
  - Social media posts (Facebook, Instagram, YouTube, etc.)
  - Website content (including galleries, class promotions, and student showcases)
  - Printed materials (flyers, posters, brochures, etc.)
  - Press releases, advertisements, and event announcements
- **Non-Commercial Use:** FGDA will use images and videos solely for educational and promotional purposes related to the dance academy. No images or videos will be sold or used for commercial advertising or third-party marketing without prior written consent.
- **Duration of Use:** Media collected by FGDA may be used indefinitely unless written revocation is provided by the student or their guardian. If consent is withdrawn, FGDA will make reasonable efforts to stop using the individual's image but cannot guarantee the removal of existing content already in circulation.

### 4. Social Media Policy

- **Academy Social Media Accounts:** FGDA maintains active social media accounts (e.g., Facebook, Instagram, YouTube, etc.) to promote events, student achievements, and the academy's activities. All content posted on these accounts is intended to showcase the positive culture and achievements within the academy.
- **Posting Student Photos/Videos:** If a student's image or video is shared on FGDA's social media accounts, it will always be done with respect to the student's consent and privacy preferences. Parents/guardians and adult students will be notified in advance if their child or themselves is featured in a post. Students will be identified by name only when explicit written permission has been given.
- **Hashtags and Mentions:** Students, parents, and staff are encouraged to use the official FGDA hashtags (#fgda) and tag the academy's social media handles when sharing posts related to the academy or performances. However, any media shared by students or families on their personal accounts should follow the general guidelines set out in this policy.
- **Respectful and Appropriate Use:** FGDA's social media platforms are intended for promoting positive and respectful content related to dance and our community. We ask that students, families, and staff refrain from posting inappropriate comments, images, or videos that may damage the reputation of FGDA or its members. Offensive, disrespectful, or inappropriate content will be removed, and repeat violations may lead to a review of social media access.
- **Social Media Etiquette:** All users are expected to respect each other's privacy and refrain from sharing personal or sensitive information about others on social media without permission. Sharing images or videos of other students or staff members requires their consent, particularly if these images feature other individuals prominently.

## 5. Photography/Video During Classes

- **Classroom Photography and Videography:** Parents/guardians are welcome to take photos or videos of their child during class, but they are asked to limit the use of flash photography to ensure the safety of the students. Any photography or videography must not disrupt the class or distract students and instructors from their learning and teaching.
- **Permission for External Photographers/Videographers:** External photographers or videographers wishing to take photos or record video during class time or events must receive prior permission from FGDA. This includes professional photographers, media outlets, or anyone representing a third-party organization. All students and parents/guardians must be informed of the presence of external media.
- **Student Performances:** In the case of performances, showcases, or recitals, families and friends may be invited to take photos or videos. However, there may be certain restrictions in place depending on the venue, professional photography agreements, or copyright considerations. These rules will be communicated to parents and attendees prior to the event.

## 6. Respecting Privacy and Consent

FGDA takes the privacy and preferences of students and their families seriously. All photos, videos, and other media are used with the utmost respect for the rights of the individuals involved.

- **Opting Out of Media:** If a parent or adult student chooses to opt out of any media exposure, FGDA will honour that choice and ensure that their image or video is not used in any way. Opting out will be recorded, and the individual's preferences will be respected for all future events and media.
- **Confidentiality:** FGDA will never share sensitive personal information about students, parents, or staff without explicit consent, except as required by law (e.g., child protection laws, legal obligations, etc.).

## 7. Rights to Modify or Remove Content

- **Removal Requests:** If any individual wishes for a particular image or video to be removed from FGDA's social media platforms or website, they may submit a request in writing. FGDA will review these requests promptly and make every effort to remove content where appropriate.
- **Amendments to Consent:** If any student, parent/guardian, or adult student wishes to modify or withdraw their media consent, they may do so at any time by submitting a written request to the academy.

## 8. Policy Enforcement

FGDA reserves the right to take appropriate action if this policy is violated. This includes the removal of content from social media platforms, suspension of social media access, or further disciplinary action if necessary.

## 9. Review and Updates to the Policy

This Social Media and Photography/Media Release Policy will be reviewed periodically and may be updated as needed. Any changes to this policy will be communicated to students, parents, and staff in advance.

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At **Future Generation Dance Academy (FGDA)**, we are committed to celebrating the achievements and growth of our students through positive, respectful, and supportive media use. This policy is designed to balance the need for visibility with the rights of individuals to protect their privacy and preferences. Should you have any questions or concerns regarding this policy, please feel free to contact us directly.

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