

JLC Social Media Policy

At JLC Dance Company, we encourage positive engagement with our community both in and outside of the studio. As part of our commitment to maintaining a safe, respectful, and professional environment, we have established the following social media Policy to guide students, parents, instructors, and staff.

Guidelines for Students, Parents, and Staff:

1. Respectful and Positive Engagement:

- We expect all members of the JLC community to represent the studio with respect, kindness, and professionalism on social media platforms.
- Social media posts should not include language or behaviour that could be seen as offensive, discriminatory, or inappropriate. Always think about how your posts may affect others, both inside and outside the studio.
- Posts should reflect the values of respect, inclusivity, and collaboration, and promote a supportive environment for all students and staff.

2. Student Imagery and Videos:

- **Consent is Key:** Before posting any images, videos, or other media involving students, you must receive written consent from the student or their parent/guardian if the student is under 18.
- **Permission to Share:** JLC may post photos or videos of students participating in classes, events, or performances for promotional purposes. You will be asked to complete a media release form upon registration to grant or deny permission for these images/videos to be used. If you prefer not to have your child's or your image shared, please inform the studio in writing.
- **Tagging:** If you wish to post about your experience at JLC, we encourage tagging us on social media accounts using our official handles and hashtags, such as #JLC or #JLCDanceCompany. We love seeing and sharing your posts!

3. Privacy and Confidentiality:

- Do not share personal or confidential information about other students, instructors, or staff members. This includes discussions about a student's performance, behaviour, or personal matters.
- Respect each other's privacy and avoid posting content that could make others feel uncomfortable, such as behind-the-scenes rehearsal footage without permission.

4. Social Media and In-Studio Behaviour:

- Refrain from using mobile phones or devices during class unless it is for educational or emergency purposes. This ensures that everyone remains focused and present during class.
- Instructors may use mobile devices for teaching purposes (e.g., to show videos, play music or take notes), but personal social media use should be reserved for outside class hours.

5. Staff Professionalism in Communication:

- **Maintain Professional Boundaries:** Staff members are expected to maintain a professional demeanour when communicating with parents or students via social media. Any communication should be respectful, clear, and appropriate. Personal or casual conversations should be kept to private messages or in person, not on public forums.

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- **Addressing Concerns:** If a parent or student has a concern, it should be addressed privately, not via social media comments or posts. Instructors and staff should encourage parents to contact the studio directly for any sensitive matters. If the concern is raised on social media, staff should politely redirect the conversation to a more appropriate platform (email, phone, in-person).
- **Maintain Professional Profiles:** Instructors and staff should keep their personal social media accounts separate from their professional responsibilities. Personal profiles should not include discussions or images of studio matters, students, or performances without proper consent. Staff should also avoid "friending" or "following" students under 18 on personal accounts, unless the student's parent or guardian has given explicit permission.

6. Social Media and In-Studio Behaviour:

- Instructors and staff are role models and must always exemplify the studio's values. They should refrain from engaging in personal social media use during class time or in front of students.
- When interacting with students or parents on social media, staff should always prioritize professionalism and respect.

7. Staff and Instructor Social Media:

- Instructors and staff are expected to maintain professionalism and keep personal social media accounts separate from their roles at JLC Dance Company. Any studio-related content, including images or videos of students, should be shared only with appropriate consent and in line with the studio's guidelines.
- Staff should not engage in personal social media interactions with students under the age of 18 unless their parent/guardian is involved in the communication.

Studio-Specific Social Media Accounts:

JLC maintains official social media accounts to keep our community informed, celebrate achievements, and share news. We encourage everyone to follow, share, and engage with our content in a positive and supportive manner. Our official social media handles are:

- Instagram: @jlc_dance_company
 - Facebook: @jlc dance company
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Consequences for Violating the Social Media Policy:

We take this policy seriously to ensure that our online presence reflects the positive, respectful environment we create in the studio. Violation of these guidelines may result in consequences, including a warning or suspension from the studio's social media channels or other disciplinary actions.

By adhering to this policy, we can create a positive and respectful online community that reflects the values and spirit of JLC. If you have any questions about the policy or need further clarification, please do not hesitate to contact us.



Jessica Cox
Director
27/01/2025