

Dance Experience Social Media Policy and Guidelines

Version 1

Approved April 13, 2023

Introduction

Dance Experience recognizes the value of social media to connect with dancers, parents, volunteers and staff. These Social Media Guidelines provide a set of standards on how to use social media when representing Dance Experience. Disciplinary action may be taken if the guidelines are not followed.

Purpose

The purpose of this policy is to protect dancers, parents/guardians, staff, volunteers and Dance Experience from issues that can arise as a result of posting on social media sites.

The purpose of Dance Experience social media accounts is to promote the studio, including Dance Experience's commitment to affordability, inclusivity and the joy of dance.

Our social media will be:

Dancer Focused - While we will promote our programs, the primary goal of using social media will be to communicate information to members and celebrate the dancers' accomplishments.

Inclusive - Social media accounts will aim to represent all dancers and programs equally.

Coordinated - Information posted will be coordinated with information emailed to families to ensure families receive clear and consistent messages. No information will be solely shared on social media, with the exception of photos and videos.

Scope

These guidelines apply to all dancers, parents/guardians, staff, and volunteers representing Dance Experience when they use social media. These guidelines are not optional and must be followed by all dancers, parents/guardians, staff and volunteers.

These guidelines include all current and future social media platforms. When an individual uses any of the social media sites affiliated with Dance Experience, they must follow the standards stated in this document. This includes when content is "shared," "liked," "tweeted," "tagged," etc. and when content is submitted directly to the host site. There are no expectations of privacy on social media. Any content submitted or shared must be considered public information.

General Usage Guidelines

Any time a dancer, parent/guardian, staff or volunteer uses social media, they are required to understand what their role is and identify the goal. Social media users must always act responsibly and follow all Dance Experience policies. Good judgment must be used in determining whether published content (tweet, video, etc.) is age appropriate and in considering how it represents Dance Experience. Language or actions that harass others will not be tolerated.

All interactions on social media must fall within provincial and federal laws. Related laws include those governing defamation of character, child endangerment, privacy, discrimination, and bullying. Any legal violations will be reported to law enforcement officers.

Social media apps, programs, and websites may change their individual policies at any time. Users must stay current on minimum ages and the expectations of each social media platform.

Specific Guidelines

Dance Experience requires individuals to carefully consider what they share. They must never:

- 1) Post images of dancers unless Dance Experience has a signed image release for the dancer. Identifying a child who is the subject of safeguarding could put them at risk. It is essential to uphold this guideline. Photos in which people are unidentifiable may be acceptable (obscured faces, silhouettes, etc.).
- 2) Publish/share content (comments, tweets, photos, videos, etc.) about anything that would negatively affect Dance Experience.
- 3) Publish/share any content (comments, tweets, photos, videos, etc.) that could be considered defamatory, discriminatory, or harassing either directly or indirectly towards anyone affiliated with Dance Experience.
- 4) Publish/share any confidential information about Dance Experience.
- 5) Publish/share personal information (e.g., names, addresses and phone numbers) about any dancer, family, volunteers, or staff affiliated with Dance Experience.
- 6) Undermine, belittle, or criticize other people's input.
- 7) Use language that is demeaning, discriminatory, or inflammatory.

Member Responsibilities for Personal Social Media Accounts

Dancers are required to:

- 1) Ensure they meet the age requirement for the social media site before joining.
- 2) Inform their parents/guardians if they are using social media sites.
- 3) Be aware of how to report abuse and inappropriate content.
- 4) Access social media outside of class time.
- 5) Make only appropriate comments (including in private messages) about other dancers, staff or Dance Experience.
- 6) Obtain permission of dancers (or, if under the age of 13, obtain permission of the dancers' parents or guardians) before posting content that includes the dancers.

Parent/Guardians are required to:

- 1) Obtain permission of other dancers and/or parents or guardians before posting content that includes these dancers.
- 2) Raise questions, concerns, and/or complaints directly with Dance Experience rather than posting them on social media.
- 3) Not post anything malicious about Dance Experience or any member of the studio community.

Staff are required to:

- 1) Accept and follow policy guidelines if they intend to identify themselves as being involved with Dance Experience.
- 2) Decline/not accept friend or follower requests from current students, or former students under the age of 18.
- 3) Correspond with Dance Experience parents via their studio email address and avoid corresponding with parents via social media.
- 4) Only discuss topics or information to do with dancers, parents/guardians, other staff members, or Dance Experience that has already been released to families.

Dancers, parents/guardians, volunteers, and staff may request to follow Dance Experience social media accounts.

Multi-Purpose Accounts

When individuals use social media accounts for several purposes (personal, professional, etc.) and are associated with Dance Experience, what the individual says and does on their own time/account may reflect on the Dance Experience Community and its reputation. Dance Experience requires individuals to carefully consider what they share on their personal account.

These guidelines are not meant to limit or infringe on an individual's web-based communications or stifle their manner of expression; however, it can be difficult to differentiate between personal and professional

(or volunteer) life when communicating via social media. Anytime someone identifies their relationship with Dance Experience, they must follow the standards outlined in this document.

These guidelines apply even if the account is private or restricted from the public. Even restricted accounts can be accessed by friends/readers/followers/subscribers, who may then share the information. These guidelines only relate to any social media accounts where an individual has identified themselves as a member of Dance Experience, a volunteer, or a staff member.

Dance Experience Image Release

All Dance Experience dancers and staff are required to complete an [image release form](#). Image release forms are valid for the duration of the dance season (September - August inclusive). Images and videos will not be used by Dance Experience on social media sites without prior consent.

Dance Experience Accounts

The goal for Dance Experience social media accounts is to be a way to foster studio closeness and morale. They will also offer an additional modality for the studio to communicate with parents/guardians and dancers. The goal is to run accounts in an ethical fashion that promotes the policies and values of Dance Experience.

Social media platforms may be used in relation to Dance Experience for one of two purposes:

- 1) To share information with members of a class. Social media groups/pages for this purpose (for example, apps like Band, for video sharing) must be set up as private (secret) groups.
- 2) To promote Dance Experience on a public platform. Social media groups/pages for this purpose are set up as public. You must keep in mind that these are public forums and, in order to ensure members' safety, discretion must be exercised.

All posted content must:

- 1) Comply with the Dance Experience Social Media Policy and Guidelines
- 2) Not have a foreseeable, or significant risk to Dance Experience or its members.
- 3) Have been released to members via email prior to posting (with the exception of photos and videos).
- 4) Be approved for release by the Dance Experience Board of Directors if it has not already been communicated to families.
- 5) Be consistent with the accounts' stated goals.
- 6) Only contain official Dance Experience information, not site administrators' personal views.

Dance Experience accounts are for the purpose of promoting programming, communicating studio information and celebrating achievements. Dance Experience will allow members to follow its accounts; however, Dance Experience will not follow the personal accounts of dancers, families, volunteers, or staff.

Dance Experience social media accounts may share content posted by other accounts or from third-party websites if it clearly adds value and administrators can ensure accuracy of content. Sharing third-party content can be seen as an endorsement. When communicating about Dance Experience programs, original posts and links should be used.

Dance Experience Account Management

All Dance Experience social media accounts must be approved by the Dance Experience Board of Directors.

All Dance Experience social media accounts must be created using the studio email, contactus@danceexperience.info.

The Dance Experience Board of Directors will assess effectiveness and compliance of each social media site annually. Accounts that no longer meet the goals of the Dance Experience Social Media policies and procedure guidelines will be deleted.

Dance Experience Site Administrators

A minimum of two adult administrators must have access to any social media site used for Dance Experience purposes. One administrator must be a current member of the Dance Experience Board of Directors.

Dance Experience Social Media Site Registration Form

All social media sites associated with Dance Experience must be registered with the Dance Experience Board of Directors using the Social Media Site Registration form. The form will collect the account user name, account password, the names of the administrators.

<https://forms.gle/1R4RqaCrr81TsKtr8>

Compliance & Enforcement

Dance Experience will take social media infringements by dancers, parents/guardians, volunteers and staff seriously.

Violation of the Social Media Guidelines and local laws may result in disciplinary action. This could include any or all of the following:

- 1) Loss (or limitation of) access to Dance Experience social media accounts.
- 2) Termination of employment contract with Dance Experience.
- 3) Termination of membership with Dance Experience.

Liability

Content published on social media sites (or in relation to social media sites) may have legal consequences if an individual:

- 1) Makes statements that are considered defamatory.
- 2) Makes statements that violate provincial or federal laws regarding discrimination, harassment, bullying, child endangerment, etc.
- 3) Makes statements that disclose confidential information about Dance Experience and/or people associated with Dance Experience without authority.
- 4) Violates copyright authorizations, trademarks, or logo usage, which may include images, text, written content and music.

Additional Considerations

The terms outlined in this document are not exhaustive. Users must take care and use good judgment when publishing/sharing information on social media. If you see any activity on social media (or the internet at large) that violates these guidelines, please report the incident to the Dance Experience Board of Directors and describe in detail the interaction with references to the account and screenshots when possible.

Policy & Guidelines Review

Dance Experience Social Media Guidelines will be reviewed annually prior to the Annual General Meeting, and changes will be made as required. Members will be consulted in the review process every three years.

Questions/Concerns

Contact the Dance Experience Board of Directors with any questions about social media usage.

chair.danceexperience@gmail.com