



XQUISITE SPACES UK SOCIAL MEDIA POLICY

Purpose:

The purpose of this Social Media Policy is to provide guidelines for employees, teachers and any other affiliates of Xquisite Spaces UK regarding the use of social media platforms. This ensures that all online activities are aligned with our values as a studio and to promote the events that we host and/or deliver.

Scope:

This policy applies to all teachers, staff, and any individuals representing Xquisite Spaces UK Ltd, both during work hours and in their personal use of social media, where there is a possibility of connecting with or representing the studio.

1. Guidelines for promoting classes, teachers and the studio

- *Official Accounts:* Only designated social media managers, studio owners, or staff members are authorized to post from the studio's official accounts (Facebook, Instagram, Tik Tok etc.) Any content created should reflect the studios mission and values.
- *Promoting Classes:* Posts about classes should include relevant details (e.g. time, instructor names, pricing, date, skill level etc).
- *Instructor Promotion:* Teachers are encouraged to introduce themselves through posts, videos and photos. They are encouraged to share and promote their classes on their personal pages in which we can share them on Xquisite Spaces.

2. Personal Social Media Use

- *Professional Representation:* If you choose to post about the studio on your personal accounts, be mindful of how you represent Xquisite Spaces. Keep posts professional and positive, reflecting the studio's values.
- *Confidential Information:* Do not share any confidential information about the studio, its clients, teachers, or staff on your personal social media accounts.
- *Photography and Video:* If you are going to film your class or take photos make sure you have made it clear to your students what they will be used for (e.g. post on stories, posts

to promote the class etc.) Make sure it is clear that they have a choice whether to be filmed or not. Always give them the option and respect their choice.

- *Interactions with Clients and Students:* When engaging with students or clients online, always maintain a professional and supportive tone. Avoid personal disputes, criticism, or inappropriate content on social media.

3. Content Standards

- *Respect and Professionalism:* Be respectful and kind in all interactions online. Avoid negative comments, swearing, or controversial discussions that could reflect poorly on the studio.
- *Inappropriate Content:* Do not post or share content that could be seen as offensive, discriminatory, or harassing. This includes but is not limited to content related to race, gender, sexuality, religion, or personal beliefs.
- *Student and Teacher Privacy:* Do not share student or teacher personal details, images, or videos without express consent. Ensure any minors featured in content have parental consent.

4. Responding to Comments and Messages

- *Handling Negative Feedback:* If someone posts negative feedback or criticism, acknowledge the concern publicly in a professional manner and resolve it privately. If you need help navigating the situation, reach out to Louise, Poppy or Bethany.
- *Encouraging Engagement:* Always encourage positive conversations around Xquisite Spaces, classes and events.

5. Legal and Ethical Considerations

- *Copyright and Fair Use:* When posting images, videos, or music, ensure you have the rights to use them.
- *Compliance with Laws:* Ensure compliance with privacy laws, including obtaining consent for sharing student images and videos. If you tag Xquisite Spaces in a post or story we will assume that consent has been given for it to be shared on Xquisite Spaces social media. Follow guidelines for online interactions with minors, if applicable.
- If you are leading a class/workshop with minors or vulnerable adults make sure you get consent from a parent or guardian before posting anything on social media.

6. Monitoring and Enforcement

- *Monitoring:* The studio reserves the right to monitor social media activities related to Xquisite Spaces, including personal accounts if they are being used to represent the studio in any capacity.
- *Enforcement:* Any violations of this policy will be addressed according to the studio's disciplinary procedures. This may include a warning, temporary suspension or other actions based on the severity of the violation.

7. Review Updates

This policy will be reviewed and updated regularly to keep up with the evolving changes in social media platforms, privacy laws and studio needs. All staff will be informed of updates and are expected to comply with the revised policy.

By following this policy, we can ensure that Xquisite Spaces Uk maintains a positive, professional, and engaging social media presence that benefits and protects our community.

Effective Date: 21st August 2026
Policy Owner: Xquisite Spaces Uk Ltd
Next Review Date: 21st August 2027
