

# Class Video Policy

## (Discussion Draft for Team Meeting)

Prepared July 2025 – Based on Current Policy (v2, Nov 2022)

### Purpose

To provide clear and fair guidelines around the use of class videos for practice, performance preparation, and marketing—ensuring sustainability, professionalism, and student wellbeing.

### Key policy points (proposed updates)

#### 1. Video frequency & expectations

- Teachers are encouraged to post **one video per class per month** in the Facebook group.
- Weekly videos are **not expected**, and students should not come to expect them.
- Access to class videos is a **bonus, not a service** included in class fees.

#### 2. Teaching goals

- Videos should **support learning**, not replace it.
- Teachers are encouraged to use class time to help students **develop memory, confidence, and performance skills**—not rely on recordings.

#### 3. Marketing use

- Teachers are asked to **send at least one short clip per class per term** to Jo for use on public social media (Instagram, Facebook, website).
- Videos posted only in the closed Facebook group **cannot be downloaded** and reused for marketing, so please share directly or via a shared folder.

#### 4. Filming tips for social media

- Film from the **front** (or mirror if needed)
- Use **portrait orientation** but leave space at the top and bottom so it can be used for reels or stories, as well as posts on Facebook and Instagram
- Include dancers with consent, but focus on the teacher unless showcasing students
- Choose polished moments, perhaps after the class has completed and practiced an exercise or routine
- Make sure lighting and framing are clear and professional

#### 5. Consent

- Always confirm **verbal consent** before filming or posting, even though written consent is collected at registration and make sure student know the video will be shared on social media
- Remind students they can opt out of being filmed at any time.

## 6. Algorithm consideration

- Excessive video posts in the Facebook group can hide announcements and updates.
- A monthly post keeps engagement high while ensuring **important information still gets seen**.

### I want your input!

At the team meeting, we'll discuss:

- Your thoughts on the once-a-month video standard
- How to **share videos easily** with Jo for marketing use
- What support or guidance you might need to feel confident filming and sharing