



Social media policy

Version	1
Original policy drafted by	Jo McDonald
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Purpose

The purpose of this policy is to establish guidelines for Dragonfly Dance teachers who wish to create and use their own social media accounts for dance-related purposes, and to ensure that any content shared on these accounts aligns with Dragonfly Dance's marketing objectives and policies.

Scope

This policy applies to all Dragonfly Dance teachers who wish to create and use their own social media accounts for dance-related purposes.

Definitions and Acronyms

Clients	Anyone who participates in Dragonfly Dance activities and events.
Contractors	Anyone engaged on a Contract for Service basis (ie an independent contractor) to deliver services to for
Classes	'Classes' is used to refer to classes, workshops, masterclasses, and rehearsals organised by Dragonfly Dance
Marketing personnel	Anyone engaged by Dragonfly Dance to undertake marketing services
Teacher	Anyone contracted to teach dance activities for Dragonfly Dance.
The studio	Dragonfly Dance studio space
Videos	The term 'video' is used to refer to capturing a still or moving image.
The Group	Refers to the Dragonfly Dance closed Facebookgroup found at www.facebook.com/groups/dragonflydanceadl

Policy

Encouragement:

Dragonfly Dance encourages its teachers to consider having their own dance-related social media accounts, such as Instagram, to help students and potential students get to know the people behind the studio.

Marketing Objectives:

It is imperative that any social media accounts created by Dragonfly Dance teachers support the attraction, retention, and re-engagement of clients, rather than compete against Dragonfly Dance's own marketing objectives.

Image Release:

- Written permission must be obtained from any clients who are included in videos before they are shared anywhere, including on teachers' personal social media accounts.
- Dragonfly Dance's current registration form collects written permission from clients to share photos and videos of them on platforms to promote Dragonfly Dance, but this does not cover posting on teachers' personal social media accounts.
- In addition to obtaining written permission, teachers must advise students that they may be included in videos that are posted in the Dragonfly Dance closed Facebook group and may be used in other ways to promote Dragonfly Dance and its services, including our website and social media accounts.

Dragonfly Dance closed Facebook group

- Videos from class for students to practice at home should be posted first in the Dragonfly Dance closed Facebook group (www.facebook.com/groups/dragonflydanceadl).
- Being a closed group, only members of the group are able to see posts in the group, and no-one is able to share posts from the group or download videos from the group.
- Anyone can request to join the group, but they must answer key questions and agree to the group rules before their membership is approved.
- This group has been established to create an online space for our community to connect with each other and our team, and to attract new clients and re-engage with past clients.
- The group is a place where anyone who is a member of the group can post, including teachers, clients and other group members, although posts need to be approved by the group admin first (Anne or Jo are both admins of the group and can approve posts).
- Clients can also post in this group.
- Teachers can also post things in the group that they have created to be shared on their own dance social profiles and invite group members to follow them
- Posts that promote our competitors will not be approved.

Dragonfly Dance public social profiles

- Teachers should send videos or photos from class to the Marketing Director or their delegate, via Messenger so they can be used on Dragonfly Dance's public profiles.
- As the Facebook group is a closed group, videos cannot be downloaded or shared, which is why they need to be sent via Messenger as well.

- Publication of these types of content on Dragonfly Dance’s public platforms may not occur immediately as they will need to fit within our social media schedule.

Posting on a teacher's social profiles

- If teachers want to post a video they have taken of class or created for their class, they should refrain from posting them immediately on their own social profiles in full.
- They could edit and post a snippet from the video and direct followers to the Facebook group to see the full video, or they could delay posting it for a week or so.

Tagging

- If teachers share something related to teaching at Dragonfly Dance, whether it is video from a class (in accordance with the instructions above), a video of themselves doing something from class, a video to support the education of Dragonfly Dance students, or anything filmed or photographed without the studio or at a Dragonfly Dance event, they should ensure they tag Dragonfly Dance's social media account @dragonflydanceadl.
- Posts may also include the hashtag #dragonflydanceadl, in addition to @dragonflydanceadl (but not instead of)

Non-Dragonfly Work

- If teachers do any teaching or dance-related work for another organisation, particularly if they are a competitor to Dragonfly Dance, and plan to share content related to that non-Dragonfly work, they must inform Dragonfly Dance.
- Dragonfly Dance does not want its clients following teachers to go to a competitor instead.

Relevant legislation

Dragonfly Dance is bound by the Digital Millennium Copyright Act (**DMCA**) and The Copyright Act 1968 (Cth) (**Copyright Act**)

Responsibilities

Directors

- Approve the policy and review annually.
- Consult with contractors and clients as to the relevance of and adherence to the policy and amend the policy as and when required.
- Circulate the policy to contractors and clients and publish the policy in a manner which is accessible to members of the general public.
- Take reasonable steps to ensure the policy is adhered to in all dance activities overseen by Dragonfly Dance, either directly or through delegated authority.
- Monitor changes in copyright & DCMA legislation

Teachers and contractors

- Be aware of the Dragonfly Dance social media and related policies
- Adhere to the guidelines and procedure outlined in the policy.
- Communicate the policy to others if required.
- Advise the Directors if the policy requires amendment.

Review

This policy will be reviewed annually by the Dragonfly Dance Studio Owner and amended as appropriate.

Related policies

[Video policy](#)

[Privacy policy](#)

[Dragonfly Dance online presence overview](#)