



ADF DANCE ACADEMY

PHOTOGRAPHY, VIDEO & SOCIAL MEDIA POLICY

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PREPARED BY
Alexandra Gale
PRINCIPLE

Our Approach

At ADF Dance Academy, photographs and videos help acknowledge and celebrate achievements, document memorable moments and showcase the enjoyment, creativity and hard work that form part of Academy life.

We recognise our responsibility to ensure that all images, recordings and online content involving children are managed responsibly and in ways that protect privacy, dignity and wellbeing. Photography, video and social media connected to the Academy should always support a safe, positive and inclusive environment where students feel comfortable, valued and proud to be part of ADF Dance Academy.

1. Purpose

Photography, video and social media can play an important role in sharing an insight into life at ADF Dance Academy and supporting communication with families and the wider community.

This policy outlines:

- Guidance relating to photography, video and social media
- Safe and respectful use of images, recordings and online content
- Responsibilities relating to consent, privacy and safeguarding
- Expectations for staff, volunteers, parents/carers and students
- Measures used to help support safe and responsible online communication and social media use

2. Scope

This policy applies to all photography, video and social media activity connected to ADF Dance Academy involving staff, freelancers, volunteers, chaperones, students, parents/carers, visitors and external professionals. It applies during all Academy-related activity, including:

- Classes
- Rehearsals
- Performances
- Competitions
- Workshops
- Trips
- Events
- Online and virtual Academy activity
- Photography, filming and promotional activity
- Social media and digital communication connected to the Academy

This document should also be read alongside the Academy's related policies and procedures, such as:

- Safeguarding and Child Protection Policy
- Data Protection Policy
- Code of Conduct
- Concerns and Complaints Policy

3. Legal and Regulatory Responsibilities

We aim to promote safe, respectful and responsible use of photography, video and social media throughout Academy activities and communication. Our approach is informed by relevant safeguarding, online safety and data protection expectations, including UK child protection and privacy guidance.

4. Photography, Video and Social Media Responsibilities

Principal and Responsible Person
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Responsibilities include:

- Overseeing photography, video and social media arrangements within ADF Dance Academy
- Monitoring photography, filming and social media practice
- Helping ensure images and recordings are used responsibly and in line with safeguarding expectations
- Supporting safe and respectful use of Academy social media and online communication
- Reviewing consent arrangements and related procedures regularly
- Responding appropriately to concerns relating to photography, video or online content where required
- Liaising with venues, photographers, videographers or external providers where necessary

Academy Responsibilities

The Academy will:

- Promote safe and respectful photography, video and social media practice
- Handle images, recordings and online content responsibly
- Respect consent arrangements relating to photography and video use
- Promote safe and responsible online communication practice
- Respond appropriately to concerns relating to photography, video or social media where required

Staff and Volunteer Expectations

Staff and volunteers are expected to:

- Follow Academy expectations relating to photography, video and social media
- Use Academy images, recordings and communication platforms respectfully and responsibly
- Report concerns relating to inappropriate content, communication or social media use promptly

Parent, Carer and Student Expectations

Parents/carers and students are expected to:

- Follow Academy expectations relating to photography, video and social media use
- Use Academy communication platforms respectfully and responsibly
- Avoid sharing images, recordings or information irresponsibly or without appropriate permission
- Raise concerns appropriately where necessary
- Support privacy and respectful online behaviour throughout Academy-related activity
- Respect professional boundaries by using approved Academy communication methods rather than social media accounts

5. Consent and Permission

Appropriate parental/carers consent will always be sought through the enrolment process before photographs or videos of children are used for Academy purposes, which may include use on the ADF Dance Academy website, social media platforms, within promotional materials, printed publications or internal communications. Student names will not be included within or alongside visual or recorded content unless separate permission has been provided, for example when celebrating achievements, performances or competition successes. Parents/carers have the right to decline consent, place limitations on image use or withdraw consent for future photography or recording. Where consent is withdrawn, this will apply to future use only. Photographs and videos created whilst a student was enrolled may continue to be used within existing publications, printed materials and digital or social media content already produced.

6. Safe Use of Images and Videos

Images and recordings connected to ADF Dance Academy will always be selected and used carefully. We endeavour to use material that reflects the positive and professional nature of the Academy, while always considering student privacy, dignity and wellbeing. Content that may place a child at risk will not be used. Where possible, we aim to use group photographs rather than identifying individual children. If any parent/carers or student ever feels uncomfortable about the use of an image or video, we will always listen and respond sensitively and respectfully.

7. Photography During Classes and Events

As an Academy, we understand that parents/carers may wish to capture special moments during performances, celebrations and events and we value the opportunity to help families create and share meaningful memories connected to ADF Dance Academy. To help protect the privacy, safeguarding and wellbeing of all students, clear expectations are maintained around photography and recording throughout Academy activities.

Classes

For safeguarding and privacy reasons, photography and recording are not permitted during classes unless authorised in advance by the Principal. This applies both inside and outside the studio or activity space. Where unauthorised photography or recording takes place, individuals will be required to stop immediately and may be asked to delete material in the presence of a member of staff and confirm that content has not been shared or distributed elsewhere.

Performances, Events and Competitions

Photography or recording during performances, competitions or open events will only be permitted where approval has been communicated in advance by the Principal. Where permission has been granted, images and recordings should remain respectful, staff instructions should be followed and content featuring other children should not be shared publicly unless appropriate permission has been confirmed by the Academy. Such activity is never permitted within changing areas, toilets or other private spaces.

Where concerns arise relating to safeguarding, privacy, wellbeing or inappropriate conduct, we reserve the right to require photography or recording to stop where necessary. Everyone attending events is expected to follow Academy expectations relating to photography, recording and online sharing at all times.

Audience Photography and Recording Consent

By completing the Academy's enrolment and consent processes, parents/carers acknowledge that authorised audience members may take photographs or recordings during approved performances or events involving their child. This will only apply where approval and advanced notice have been communicated by ADF Dance Academy and appropriate consent arrangements have been confirmed for participating students. While expectations relating to responsible sharing will always be communicated clearly, ADF Dance Academy cannot control or accept responsibility for images or recordings shared outside Academy platforms.

8. Professional Online Boundaries

Maintaining clear and professional boundaries online helps support respectful and appropriate interaction throughout ADF Dance Academy. All online communication connected to us should remain professional, transparent and used for Academy-related purposes only.

Staff, volunteers and adults working with children are expected to:

- Communicate respectfully and professionally
- Use approved Academy communication methods
- Maintain clear and appropriate boundaries online

To help protect safeguarding, privacy and professional boundaries, adults working with students should not:

- Communicate in ways that blur professional boundaries
- Engage in private or secretive messaging with students
- Share personal social media accounts with children
- Accept friend or follow requests from students on personal accounts

9. Social Media Use and Online Content

Social media and online communication connected to ADF Dance Academy should always reflect respectful and considerate conduct towards others. Content involving students, staff, classes, events and any other Academy-related activity should help support a positive and inclusive setting.

Social media should never be used in ways that may bully, shame, intimidate or negatively affect others, breach confidentiality, create unnecessary conflict within the Academy or involve inappropriate photographs, videos or comments. Students are encouraged to use social media safely, kindly and responsibly by respecting privacy, avoiding harmful or inappropriate content and speaking to a trusted adult if something online causes concern.

10. Use of Academy Social Media Accounts

Social media accounts are managed by the Principal and may be used to share information, updates and Academy-related content with students, families and the wider community. Considerable time and care will be taken to ensure Academy-related content and engagement remain respectful and professional. All posts, comments and interactions should reflect the values and ethos of ADF Dance Academy. Where necessary, inappropriate, abusive or harmful content may be removed to help protect the wellbeing of students, families and staff.

11. Live Streaming and Online Classes

Where online teaching or live streaming is used, suitable arrangements will be put in place to help maintain settings consistent with normal Academy expectations and safeguarding practice, including:

- Using approved platforms
- Monitoring participation
- Restricting unauthorised recording
- Ensuring professional conduct throughout sessions
- Following the same expectations and standards as during in-person activities

12. Reporting Concerns

Any concerns relating to photography, recording, image misuse, online communication or social media conduct should be reported to the Designated Safeguarding Lead (Responsible Person). Concerns will be reviewed and responded to carefully, sensitively and in line with safeguarding responsibilities, with matters involving safeguarding risk, online harm or potential criminal behaviour referred to relevant safeguarding agencies or authorities where appropriate.

13. Monitoring and Review

This policy will be reviewed annually or sooner where necessary to reflect changes in legislation, guidance, Academy practice or operational arrangements. Overall responsibility for monitoring and review rests with the Principal and Responsible Person.

14. Final Statement

At ADF Dance Academy, we want children and families to feel proud of their growth and achievements. We believe photographs, videos and social media can help celebrate the enjoyment, creativity and experiences that form part of Academy life and capture meaningful moments that can be treasured for years to come. The safety, privacy and wellbeing of every child will always remain a priority in the way students are represented across all Academy activities and online content, reflecting the values and standards of ADF Dance Academy.