

Imagination Dance CIC Social Media Policy

The purpose of this policy is to encourage good practice, to protect Imagination Dance CIC and its community, and to promote the effective use of social media.

This policy covers personal and professional use of social media and aims to encourage its safe use by all.

Imagination Dance CIC uses Facebook and Instagram to:

- **Promote and advertise our classes and opportunities**
- **Update our community about news/events/deadlines**
- **Convey our ethos and culture of inclusive dance for all**

To do the above statements, Imagination Dance CIC uses photographs and videos of staff and participants (and their families where appropriate). Imagination Dance CIC will never publish a child or vulnerable person's full name alongside their image. Imagination Dance CIC reserves the right, where appropriate, to record or photograph participants for marketing and promotional purposes on social media. Images and footage will be used in line with the Imagination Dance CIC Photography and Filming Policy.

Staff, volunteers, participants and their families should not upload any content onto social media sites that:

- Is confidential to Imagination Dance CIC
- Amounts to bullying, unlawful discrimination, harassment or victimisation
- Undermines the reputation of Imagination Dance CIC and/or individuals related to Imagination Dance CIC
- Is defamatory or knowingly false
- Brings the school into disrepute
- Contains lewd, sexually explicit, threatening or similarly inappropriate or offensive comments, images or video clips
- Breaches copyright
- Is in any other way unlawful

Staff, volunteers, participants and their families should be aware that any information that you publicly share to Imagination Dance CIC's social media pages can be seen by anyone and you must ensure that your comments will be in line with the above statements. Imagination Dance CIC takes no responsibility for posts or comments of participants and their families on its platforms but will remove any posts or comments that breaches the above statements.

Staff and volunteers working for Imagination Dance CIC should take the following actions:

- Ensure that personal and professional use of social media is undertaken in line with this policy

- Consider their online reputation and that this reputation can be seen by others – including the families of Imagination Dance CIC
- Be aware of professional boundaries and therefore should not accept or invite ‘follows’ or ‘friend requests’ from participants or ex-participants under the age of 18, or any participant or ex-participant from our SEND-specific classes, workshops or events. Staff and volunteers of Imagination Dance CIC should also not send any direct messages to children or vulnerable people on their personal social media pages.
- All communication on social media with participants or their families about Imagination Dance CIC should be via Imagination Dance CIC’s social media pages
- Report any content which raises a safeguarding concern to the Designated Safeguarding Officer (Hannah Stoye – 07394 934911). This includes but is not limited to

Imagination Dance CIC will take the following actions:

- Ensure all Imagination Dance CIC social media accounts are password protected
- Ensure that more than one staff member has access to every social media account and will be able to see what happens across all platforms. If a staff member has a concern about the conduct of another individual, this will be reported to the Designated Safeguarding Officer (Hannah Stoye – 07394 934911)
- The Designated Safeguarding Officer will have access to the social media platforms of Imagination Dance CIC
- Ensure all social media posts are in line with this policy and the ethos of Imagination Dance CIC

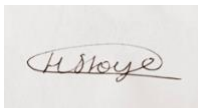
Following a report of inappropriate social media use:

- Imagination Dance CIC will conduct a prompt investigation and take the necessary action.
- Any concerns of significant harm will be raised with the appropriate authorities, as explained in our Safeguarding Policy.

Reviewed on: 13th July 2026

Due for review on: 9th July 2027

Signed:



Hannah Stoye
Company Director