



TCDA Social Media Policy

Version 1
March 25, 2025

TCDA Pty Ltd
ACN 617 607 253
ABN 93 656 571 166

TCDA Director: Paul Singh
Responsible Officer: Paul Singh
Signed:

Date: March 25, 2025
Revision: 0

1. INTRODUCTION

1.1 Purpose

This Social Media Policy establishes guidelines for the use of social media platforms by Tamworth City Dance Academy (TCDA) staff, volunteers, students, and parents/carers. It aims to ensure that all social media communications related to TCDA are consistent with our core values, protect the privacy and safety of our community, and maintain our professional reputation.

1.2 Scope

This policy applies to:

- All TCDA staff and volunteers
- Students enrolled at TCDA
- Parents and carers of TCDA students
- Anyone representing TCDA in an official capacity

It covers all social media platforms including, but not limited to:

- Facebook
- Instagram
- TikTok
- X (formerly Twitter)
- YouTube
- LinkedIn
- Snapchat
- WhatsApp and other messaging services
- Any emerging social media platforms

1.3 Legislative Framework

This Social Media Policy operates within and complies with the following legislative framework:

- Privacy Act 1988 (Commonwealth) and Australian Privacy Principles
- Copyright Act 1968 (Commonwealth)
- Defamation Act 2005 (NSW)
- Children's Guardian Act 2019 (NSW) and Child Safe Standards
- Australian Consumer Law (Competition and Consumer Act 2010)
- Anti-Discrimination Act 1977 (NSW)
- Criminal Code Act 1995 (Commonwealth), particularly provisions relating to cyberbullying and online harassment

1.4 Related TCDA Policies

This policy should be read in conjunction with other TCDA policies, including:

- Child Safe Child Friendly Policy
- Privacy Policy
- Code of Conduct for Staff
- Code of Conduct for Students and Parents
- Diversity and Inclusion Policy
- Workplace Discrimination & Harassment Policy
- Complaint Handling Policy

2. TCDA CORE VALUES

All social media communications should reflect TCDA's core values:

2.1 Integrity

"Honest and reliable in all dealings with others and conducts activities professionally and ethically"

2.2 Courage

"Makes brave decisions and is brave enough to venture out of their comfort zone"

2.3 Accountability

"Takes personal responsibility for decisions and actions to achieve agreed outcomes"

2.4 Respect

"Values the individuality and input of others and contributes to healthy working relationships"

2.5 Excellence

"Applies best practice and aims to achieve the highest possible standards and best result in everything they do"

3. OFFICIAL TCDA SOCIAL MEDIA ACCOUNTS

3.1 Authorized Use

Only designated staff members are authorized to post content to TCDA's official social media accounts. These individuals will be appointed by TCDA management and provided with specific training on appropriate social media use.

3.2 Content Guidelines

All content posted on official TCDA social media accounts must:

- Align with TCDA's values, mission, and purpose
- Be accurate, factual, and free from errors
- Use appropriate language and tone
- Respect copyright and intellectual property rights
- Comply with the terms of service of each platform
- Protect the privacy of students, staff, and families
- Consider diverse perspectives and be culturally sensitive
- Add value to TCDA's brand and community

3.3 Approval Process

Content for TCDA's official social media accounts should follow this approval process:

1. Content planning in alignment with TCDA's marketing strategy
2. Draft content creation
3. Review by appropriate staff members
4. Final approval from TCDA Director or Principal before posting
5. Scheduling and posting according to the content calendar

6. Monitoring engagement and responding appropriately

3.4 Responding to Comments and Messages

Staff managing TCDA's official social media accounts should:

- Respond to comments and messages in a timely manner, generally within 24 business hours
- Maintain a professional and positive tone
- Address concerns or complaints by directing users to appropriate channels
- Not engage with trolls or inflammatory comments
- Document and report any concerning interactions to TCDA management
- Remove comments that violate community standards (see Section 3.5)

3.5 Community Standards

TCDA reserves the right to remove comments or content from its social media platforms that:

- Contains offensive, abusive, or inappropriate language
- Targets or bullies any individual
- Contains hate speech or discriminatory content
- Violates a person's privacy
- Advertises products or services unrelated to TCDA
- Spreads misinformation or false statements
- Violates intellectual property rights
- Contains spam or irrelevant content
- Violates the platform's terms of service
- Poses a risk to child safety

4. STAFF AND VOLUNTEER GUIDELINES

4.1 Personal Social Media Use

TCDA staff and volunteers should:

- Maintain appropriate professional boundaries online
- Not connect with current TCDA students on personal social media accounts
- Consider their association with TCDA when posting personal content
- Avoid making negative comments about TCDA, colleagues, students, or parents
- Never share confidential information about TCDA, its staff, or students
- Clearly distinguish between personal opinions and official TCDA statements
- Report any concerning online behavior involving TCDA community members

4.2 Professional Boundaries

Staff and volunteers must maintain clear professional boundaries on social media:

- Junior Teachers and Teaching Assistants under 18 must adhere to the specific Professional Boundaries guidelines outlined in the TCDA Code of Conduct

- No private or direct messaging with students through personal accounts
- No sharing of personal contact information with students
- No accepting or requesting of friend/follow requests from current students
- Former students who have graduated or left TCDA may be connected with only after careful consideration of the appropriateness
- Any communication with students must be through official TCDA channels

4.3 Representing TCDA Online

When identifying as a TCDA staff member or volunteer online:

- Clarify when you are speaking in a personal capacity versus on behalf of TCDA
- Ensure your personal opinions do not damage TCDA's reputation
- Consider how your content reflects on your professional role
- Remember that even with privacy settings, content can become public
- Use disclaimer statements when appropriate (e.g., "Views are my own and do not represent my employer")

4.4 Photography and Recording

TCDA staff and volunteers must:

- Never use personal devices to take photos or videos of students unless specifically authorized
- Only use TCDA-approved devices for capturing content for official use
- Ensure proper photo permissions are in place before sharing any images
- Follow all guidelines in the Child Safe Child Friendly Policy regarding imagery
- Not tag or identify students by name in photos without explicit permission
- Store and secure all media according to TCDA's Privacy Policy

5. STUDENT GUIDELINES

5.1 Online Behaviour

TCDA students are expected to:

- Follow the TCDA Code of Conduct for Students in all online interactions
- Treat others with respect and kindness
- Refrain from posting negative comments about TCDA, staff, or other students
- Report any concerning online behaviour to a trusted adult
- Consider how their online presence reflects on themselves and TCDA
- Not create unofficial TCDA groups, pages, or accounts

5.2 Content Creation

When creating dance-related content:

- Ensure you have permission if recording in TCDA facilities
- Do not record or photograph other students without their permission

- Follow safety guidelines and do not attempt dangerous moves for social media
- Maintain appropriate standards of dress and behaviour
- Consider copyright implications when using music or choreography
- Give appropriate credit to choreographers and teachers

5.3 Social Media Safety

TCDA encourages students to:

- Understand and use privacy settings on all platforms
- Be cautious about sharing personal information online
- Know that anything posted online can potentially become permanent and public
- Consider the long-term impact of their digital footprint
- Be aware of online risks including grooming, cyberbullying, and identity theft
- Seek help from trusted adults if they encounter problems online

6. PARENT AND CARER GUIDELINES

6.1 Respecting Privacy

Parents and carers are expected to:

- Not post photos or videos of performances that include other students without appropriate permission
- Respect the privacy of other families by not tagging or identifying other children
- Follow venue policies regarding photography and recording at performances
- Be mindful of backgrounds in photos taken at TCDA facilities that may include other people
- Not share class content, choreography, or exercises without permission

6.2 Supportive Communication

When posting about TCDA activities, parents and carers should:

- Focus on positive experiences and achievements
- Address concerns through appropriate channels, not on social media
- Model respectful online behaviour for children
- Support TCDA's values and professional reputation
- Consider the impact of their comments on the broader TCDA community

6.3 Official Communications

Parents and carers should:

- Follow TCDA's official social media accounts for accurate information
- Refer to official TCDA communications (emails, newsletters) rather than relying on unofficial parent groups
- Contact TCDA directly with questions rather than seeking answers through unofficial channels

- Be cautious about unofficial information shared in parent groups

7. PHOTO AND VIDEO CONSENT

7.1 Media Release

- TCDA obtains media release consent during the enrollment process
- Parents/carers may opt out of having their child's image used
- Consent can be withdrawn at any time by notifying TCDA management in writing
- TCDA maintains records of all consent forms and restrictions

7.2 Usage Guidelines

TCDA follows these guidelines for using images and videos:

- Images will be used only for the purposes specified in the media release form
- Photos will be appropriate and taken in suitable contexts (performance, class)
- Children will never be identified by full name without specific additional permission
- Images will be stored securely according to our Privacy Policy
- TCDA has final editorial control over all published content

7.3 Third-Party Media

When third parties (newspapers, television) wish to photograph or film TCDA activities:

- TCDA will verify that only students with appropriate permissions are included
- TCDA staff will supervise the process to ensure appropriate conduct
- Additional permission may be sought for specific high-profile opportunities

8. MANAGING RISKS AND INCIDENTS

8.1 Identifying Risks

TCDA recognizes the following risks associated with social media:

- Inappropriate disclosure of personal information
- Damage to professional reputations
- Child safety concerns
- Cyberbullying and online harassment
- Copyright infringement
- Breach of confidentiality
- Misinformation or rumour spreading
- Negative impact on TCDA's brand and community

8.2 Reporting Concerns

Any concerns about social media content related to TCDA should be reported to:

- Paul Singh, TCDA Director: 0438 621 440 or paul@tamworthcitydance.com.au
- Kellie-Anne Singh, TCDA Principal

Urgent child safety concerns should be reported immediately according to TCDA's Child Safe Reporting Policy.

8.3 Incident Response

When social media incidents occur:

1. The content will be documented (screenshots, URLs, timestamps)
2. TCDA management will assess the situation and determine appropriate action
3. Communication with involved parties will occur as appropriate
4. Legal advice may be sought if necessary
5. Platform reporting tools will be used when content violates terms of service
6. Incidents will be documented and reviewed to improve practices

9. CONSEQUENCES OF POLICY BREACHES

9.1 Staff and Volunteers

Breaches of this policy by staff or volunteers may result in:

- Verbal or written warnings
- Removal of access to TCDA's official social media accounts
- Disciplinary action in accordance with employment agreements
- Termination of employment or volunteer relationship in serious cases

9.2 Students

Breaches of this policy by students may result in:

- Discussion with the student and parent/carer
- Temporary restrictions on participation in certain activities
- Disciplinary action in accordance with the Code of Conduct for Students
- In serious cases, reconsideration of enrolment

9.3 Parents and Carers

Breaches of this policy by parents and carers may result in:

- Discussion with TCDA management
- Formal warnings
- In serious cases, reconsideration of the family's relationship with TCDA

10. POLICY REVIEW AND IMPLEMENTATION

10.1 Training and Education

TCDA will:

- Include social media guidelines in staff induction
- Provide regular updates and refresher training
- Educate students about responsible online behavior
- Share guidance with parents and carers about supporting positive online engagement

10.2 Monitoring and Evaluation

This policy will be monitored through:

- Regular review of TCDA's social media presence
- Feedback from staff, students, and families
- Analysis of any incidents or concerns
- Staying informed about platform changes and emerging trends

10.3 Review Schedule

The Social Media Policy will be reviewed:

- Annually at minimum (next review March 2026)
- After any significant social media incident
- When new platforms or technologies emerge
- When relevant legislation changes

The TCDA Director is responsible for ensuring this policy is reviewed according to schedule.

11. ACKNOWLEDGMENT

I acknowledge that I have read and understood the TCDA Social Media Policy. I agree to abide by the standards, expectations, and procedures outlined in this document.

Name: _____

Position: _____

Signature: _____

Date: _____

Witness: _____

REFERENCES

1. Privacy Act 1988 (Commonwealth) and Australian Privacy Principles, which govern how organizations collect, use, and disclose personal information.
2. Copyright Act 1968 (Commonwealth), which protects original creative works including photographs, videos, and choreography.
3. Children's Guardian Act 2019 (NSW) and Child Safe Standards, particularly Standard 9 regarding physical and online environments.
4. Australian Consumer Law (Competition and Consumer Act 2010), which prohibits misleading or deceptive conduct in marketing and communications.
5. Criminal Code Act 1995 (Commonwealth), specifically provisions related to cyberbullying and using a carriage service to menace, harass or cause offence.
6. eSafety Commissioner's guidelines for online safety, available at www.esafety.gov.au.