

Superstars Performing Arts - Online & Social Media Policy -



The purpose of this policy statement is:

- to protect children and young people within Superstars' services from online harm
- to provide staff and volunteers, with an awareness of the complexity of online and social interactions
- to provide staff and volunteers with the tools and guidance to protect themselves and those around them online

This policy applies to anyone working on behalf of Superstars Performing Arts, including Directors, Teachers, Assistants and Volunteers.

While modern technology gives us many useful tools for communication and promotion, it is important to understand the risks around online and social media use.

Risk to the organisation involves any potential negative consequence that can arise from a company's online or social media activities. These risks can impact a company's reputation, legal standing and operational efficiency.

Risk to individuals includes any potential negative impacts on welfare, reputation or emotional/mental health. This could be as a result of misunderstanding, miscommunication, or unacceptable or inappropriate communication.

Superstars Performing Arts will ensure:

- All social media accounts are managed and moderated by more than one staff member at all times
- All online posts maintain a professional standard and contain no rudeness, foul or inappropriate language
- Any photos or videos including members under 18 years are only posted to official Superstars accounts with parental permission

Superstars Performing Arts staff and volunteers should:

- Consider carefully personal privacy settings on social media accounts, and be aware that public profiles may be seen by members or parents
- Consider carefully any online 'friend' or 'follow' requests from parents of members, and feel comfortable declining

- Be aware that even a personal online presence can reflect on the organisation, and that posting content that goes against the values of Superstars Performing Arts may affect your future working with the organisation

Superstars Performing Arts staff and volunteers should NOT:

- Engage in private digital communication with any member under 16 years old (unless there exists a familial relationship or personal friendship prior to any professional Superstars interaction)
- Engage in private digital communication with any member 16-18 years old without parent/guardian consent (unless there exists a familial relationship or personal friendship prior to any professional Superstars interaction)
- Be social media ‘friends’ with, or personally ‘follow’ any member under 16 years old (unless there exists a familial relationship or personal friendship prior to any professional Superstars interaction)
- Be social media ‘friends’ with, or personally ‘follow’ any member 16-18 years old without parent/guardian consent (unless there exists a familial relationship or personal friendship prior to any professional Superstars interaction)
- Post anything negative regarding Superstars Performing Arts
- Share any photos or recordings of any member under 18 years, except those posted to Superstars accounts with parental permission

We are committed to reviewing our policy and good practice annually.

This policy was last reviewed on: 18/03/2025 (date)

Signed:

Date: