



05/01/2021

**RADIANCE ACADEMY  
TOOWOOMBA**  
**Where dancers shine!**

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## Staff Policy and Procedures Document 11

### SOCIAL MEDIA POLICY

#### Do's

- When using Facebook we are to direct all communication through the studio's official page, not through personal profiles.
- We do ask our employees not to access their personal accounts during working hours unless it is in an emergency
- We do expect you to act responsibly and ensure your productivity isn't affected by social media use.
- We do ask when you're using Radiance social media for business purposes, that you don't get side-tracked by the vast amount of available content and and so not concentrate on the job in hand.
- We ask you to be careful when posting on social media, too. We can't restrict what you post there, but we expect you to adhere to our confidentiality policies at all times.
- We do caution you to avoid violating our anti-harassment policies or posting something that might make your collaboration with your colleagues more difficult (e.g. hate speech against groups where colleagues belong to). In general, please:
- We do ask that you ensure others that your personal account or statements don't represent our company. You shouldn't state or imply that your personal opinions and content are authorized or endorsed by our company.
- We do stipulate that an individual's social media is for personal use and not to discuss studio business, experiences or relationships.
- We do contact Sally if we wish to post any studio news or announcements on FaceBook or other social media sites.
- All social media postings must be in keeping with our code of conduct.

- Any comments or posts that may be obscene, defamatory, threatening, harassing, discriminatory or hateful will need to be addressed.
- We do ask that you do not post any material that:
  - ⇒ breaches any laws;
  - ⇒ is unlawful, offensive, obscene, indecent, defamatory, libellous, fraudulent, threatening, abusive, discriminatory, hateful or could incite violence;
  - ⇒ contains, or refers to or encourages:
    - ⇒ offensive language;
    - ⇒ sexual activity
    - ⇒ violence toward any thing or any person;
    - ⇒ damage to property;
    - ⇒ criminal activity;
    - ⇒ offensive behaviour; or
    - ⇒ any activity that is morally questionable;
    - ⇒ contains derogatory remarks about any person or organisation;
    - ⇒ contains any information that is untrue or incorrect or implies that to be the case;
    - ⇒ breaches the intellectual property rights of any person or organisation
- We do understand that anonymity on Social Media is never guaranteed and we must exercise particular caution when posts, images or videos identify children in our care.
- We stipulated that photos or videos taken from performances or rehearsals should not be posted online without direct permission from Sally, or your dancers' parents.
- We do remove identifying information – including names, ages or location – when your studio or your staff are posting on Social Media.
- We do remind staff that their behaviour on Social Media must remain in keeping with our code of conduct and policies and procedures.
- We do stipulate that an individual's social media is for personal use and not to discuss studio business, experiences or relationships.
- We do state that should you wish to engage on Social Media while identifying as a studio dancer, parent volunteer or employee, you may only do so with integrity, respect, and adhere to privacy and confidentiality policy. Any content revealing or referring to sensitive studio information is not allowed to be shared online.
- We do observe all intellectual property laws (for example, costume design and choreography), when posting online. This includes but not limited to manuals, forms, handbooks, and syllabus, etc.
- We do have an open door policy and encourage all communication, complaints and feedback to be communicated to the principal directly
- We do not communicate any matters pertaining directly to the studio – whether it be fees, scheduling, placements or performance opportunities – via Social Media.

- . You may not post photographs / videos that feature Radiance Academy Toowoomba dancers other than your own online without the proven consent of their parent/guardian.

### **Misuse and Legal Consequences**

Misuse of social media may involve:

- (i) a breach of employment obligations
- (ii) serious misconduct
- (iii) sexual harassment
- (iv) unlawful discrimination
- (v) a criminal offence (see below)
- (vi) a threat to the security of Department ICT resources
- (vii) an infringement of the privacy of staff and other persons such as students or parents, or
- (viii) exposure to legal liability.

This will be regarded as a serious matter and appropriate action, including termination of employment, may be taken.

- We do not engage in any stalking practices on Social Media

We do not publish information that identifies a person; and that published content lowers the person's standing, brings that person into hatred, ridicule or contempt, or causes others to shun or avoid that person; which may be cons

We do not infringe any copyright ie: the legal protection of literary, dramatic, artistic, and musical works, sound recordings and performances.