

# ANLABY

## STUDIOS

### **Anlaby Studios Social Media Policy 2019**

Anlaby Studios currently hold accounts on:

- Facebook
- Instagram
- Twitter
- Team App

Chloe Sweeting currently holds whats app groups for:

- Anlaby Studios Festival Questions and Answers
- Anlaby Studios Dance Company
- 5-10 Years Competition Team
- 11-14 Years Competition Team

Whats App is currently being monitored and reviewed to assess its suitability for Anlaby Studios.

Social media can bring significant benefits to Anlaby Studios, particularly for building relationships with current and potential customers.

However it is important that customers who use social media linked to Anlaby Studios do so in a way that enhances the students prospects.

A misjudged status update or comment can generate complaints or damage the students and the teachers reputation. There are security and data protection issues to also consider.

#### **Responsibilities:**

Chloe Sweeting is ultimately responsible for ensuring that we use social media safely, appropriately and in line with the studios objectives.

Chloe Sweeting is responsible for providing apps and tools to manage Anlaby Studios use of communication with customers and track performance indicators. Chloe is also responsible to proactively monitor media security.

Chloe Sweeting is responsible for ensuring requests for assistance and support made via social media are followed up.

Anlaby Studios recognises that social media offers a platform for the company and customers to stay connected.

The company believes its staff and customers should be involved in the industry conversations on social networks so they can make useful connections, share ideas and shape discussions.

Therefore the company encourages employees and customers to use social media to support the company's goals.

### **Advise**

**Know the social media network:** Spend time becoming familiar with the social network before contributing. It's important to read any FAQ's and understand what is and is not acceptable on a network before posting messages or updates.

**In unsure, don't post it.** Err on the side of caution when posting on social media site. If customers or staff feels an update or message might cause complaints or offense or be otherwise unsuitable - they should not post it. Consult Anlaby Studios for advice if necessary.

**Be thoughtful and polite.** Many social media users have got into trouble simply by failing to observe basic good manners online. Be aware your comments could be seen as disrespectful to staff and other students/parents.

**Keep personal use reasonable:** Although Anlaby Studios believes that having social media can be valuable, we also exercise restraint in how much personal use of social media can affect the professional understanding of the students and company.

**Don't make promises without checking:** Some social networks are very public so don't make commitments or promises on behalf of the studios without checking that the company can deliver.

**Handle complex queries via other channels.** Social media is not a good place to resolve complicated enquiries. Please email [contact@anlabystudios.com](mailto:contact@anlabystudios.com) if you would to resolve an issue.

**Don't escalate things:** It's easy to post a quick response to a contentious status update and then regret it. Take time before posting and send an email to the studios if in any doubt.

Customers and staff should not:

- Post any material that could be defamatory or incur liability for Anlaby Studios. disrespectful to other staff or customers.
- Post messages, status updates or links to material or content that is inappropriate. Inappropriate content includes: pornography, racial or religious slurs, information encouraging criminal skills or terrorism, or material relating to cults, gambling and illegal drugs. This definition of inappropriate content or material also covers any text, images or other media that could reasonably or political offend someone.
- Use social media for any illegal or criminal activity
- Send offensive, disrespectful or harassing material to others via social media.

- Broadcast unsolicited views on social media
- Interact with Anlaby Studios competitors in anyway which could be interpreted as being offensive, disrespectful or rude.
- Send or post messages or material that could damage Anlaby Studios image.
- Discuss colleagues, students, customers or suppliers without approval.
- Post, upload, forward or link spam to Anlaby Studios.

### **Copyright**

Anlaby Studios respects and operates within copyright laws. Users may not use media to: publish or share any copyrighted software, logos, media or material owned by Anlaby Studios or any third parties, unless permitted.

### **Security and Data**

Anlaby Studios staff and customers must not:

- Share or link any content or information owned by the company that could be considered confidential. This includes details of customers or information about future projects unless given permission to do so.
- Share or link to data in anyway that could breach the company's data protection policy.
- Staff or customers should not use a new piece of software, app or service with any of the company's social media accounts without receiving approval from Chloe Sweeting.

### **Potential Sanctions**

Knowingly breaching this social media policy is a serious matter. Staff and customers who do so will be subject to disciplinary action. This could include:

- Performances being pulled
- Individuals being pulled from performances
- Being asked to leave classes
- Termination of enrollment at the studios

Staff, customers and students are held personally liable for violating this policy. Where appropriate the company will involve the police or other law enforcement agencies in relation to breaches of this policy.