

Social Media & Digital Conduct Policy

2026

This policy applies to all students, parents/guardians, staff and visitors of Lisa Clark Dance Centre (LCDC).

LCDC is committed to maintaining a safe, respectful and professional digital environment that protects our students, staff, choreography, intellectual property and community reputation. This policy supports child safety, well-being, professional boundaries and the integrity of our training environment.

This policy applies to all digital conduct that affects LCDC, whether during or outside studio hours.

1. Professional Communication Boundaries

To maintain appropriate professional boundaries:

- LCDC staff, including Directors, are not to be contacted via personal social media accounts, direct message, phone or text message.
- Email is the only accepted form of communication or by calling the office 02 6260 2272.
- All attendance notifications, class queries, additional lesson requests and administrative matters must be directed to LCDC Administration via: info@lisaclarkdancecentre.com.au
- Social media must not be used to conduct studio business.

2. Students Under 16 (ACT Requirements)

In accordance with ACT legislation and LCDC policy:

- Students under the age of 16 must comply with current legal requirements regarding social media use.
- LCDC's official business accounts (Instagram and Facebook, run by the Director Team) are the only approved platforms for teachers and staff to share studio-related content.
- LCDC official business accounts will not follow personal accounts of students under 16, and staff are strongly discouraged from following students under 16

- LCDC official business accounts may reshare or repost content from student/parent pages where they have been tagged or where permission has been granted.

3. Photography & Filming in Classes

To protect student privacy and intellectual property:

- No student, parent or visitor may photograph, video or record classes without the teacher's permission.
- Where permission is granted for rehearsal purposes, recordings are authorised for personal practice use only.
- Rehearsal footage must not be posted, shared, distributed or uploaded to any platform.
- Recording is strictly prohibited in change rooms or private areas at any time.

4. Performances, Concerts & Eisteddfods

- No footage of LCDC performances, rehearsals, eisteddfods or concerts may be shared online without written permission from LCDC.
- Appropriate credits to choreographers and LCDC should be given if posting online.
- All choreography taught by LCDC staff or guest teachers remains the intellectual property of LCDC.
- Unauthorised sharing, distribution, replication or teaching of LCDC choreography constitutes a breach of copyright and studio policy.

LCDC reserves the right to take disciplinary or legal action where intellectual property or student safety is compromised.

5. Watching Week

- Photos and videos taken during Watching Week classes are for private family use only.
- Photos/videos may only be posted online if written permission has been obtained from the parents/guardians of every child visible in the image, and in the case of videos, audio is removed.
- Permission must also be obtained from the class teacher before sharing their image.

LCDC respects that some families may choose not to have their child photographed, and this must be honoured at all times.

6. Brand, Logo & Representation

The LCDC name, logo, uniforms, branding, choreography and associated imagery are protected assets of the studio.

- Unofficial social media pages representing LCDC may not be created without written permission.
- LCDC branding may not be used for promotional, commercial or personal content without consent.
- Students and families must not present themselves online as official representatives of LCDC.

7. Digital Editing, AI & Content Manipulation

To protect students and staff from misrepresentation:

- Studio footage, choreography, student images or staff images must not be altered, manipulated, filtered, AI-generated, voice-modified or edited in a way that misrepresents LCDC or any member of its community.
- The creation of parody, mock, altered or AI-generated content using LCDC branding, uniforms, choreography or student/staff likeness without written permission is strictly prohibited.

8. Group Chats & Messaging Platforms

LCDC prioritises student wellbeing and respectful relationships.

- Students and parents must not create or participate in digital group chats that exclude, target, harass or negatively discuss other LCDC students, families or staff.
- Sharing screenshots of private studio communications without permission is prohibited.
- Anonymous or fake accounts used to criticise, impersonate or target members of the LCDC community or the wider dance community will be treated as serious misconduct.

LCDC reserves the right to address digital conduct that impacts student wellbeing or studio culture, even if it occurs outside studio hours.

9. Respectful Online Conduct

All members of the LCDC community must:

- Refrain from posting content that may bring LCDC, its staff, students or families into disrepute.
- Ensure all dance-related posts are appropriate, respectful and aligned with LCDC values.

- Provide appropriate credit when referencing LCDC training or choreography (where sharing has been approved).
- Refrain from engaging in bullying, harassment, gossip or negative commentary relating to LCDC.

Cyberbullying or online harassment of any kind will be treated as a serious breach of studio policy.

10. Studio Marketing & Consent

Where media consent has been provided at enrolment, LCDC may share images and footage for promotional and educational purposes.

Families may withdraw media consent in writing at any time by contacting LCDC Administration.

11. Breach of Policy

Failure to comply with this policy may result in:

- Request for immediate removal of content
- Formal warning
- Suspension from performances or activities
- Termination of enrolment
- Legal action where copyright or safety breaches occur

This policy exists to protect our students, staff and the integrity of the training environment. By remaining enrolled at LCDC, families agree to uphold these standards.