

SOCIAL MEDIA POLICY

Purpose and Application

- 1.1 Social media hosted and/or administered by CDS (Convergence Dance Studios Limited) are for students, employees and supporters of CDS. This policy does not intend to discourage or unreasonably limit an individual's freedom of expression or online activities. However, students, employees and supporters are expected to be respectful in their communication and adhere to this policy at all times when using social media hosted and/or administered by CDS.
- 1.2 The purpose of this policy is to ensure that students, employees and supporters are aware of CDS's expectations and requirements in relation to the appropriate use of social media.
- 1.3 This policy applies to all students, employees and other persons engaged by CDS from time to time (for example contractors, referred to in this policy as "others") in relation to the use of social media, irrespective of whether use occurs during school hours, or outside of school and/or on private devices.
- 1.4 CDS reserves the right of approval for social media content related to its business. CDS is entitled to monitor the content and use of its social media channels.

Definitions

- 2.1 For the purposes of this policy, the term social media includes but is not limited to social networking sites (for example, Facebook, LinkedIn, Twitter, Snapchat), video and photo sharing websites (for example, YouTube, Instagram, Flickr), blogs, Twitter, forums, discussion boards and groups (for example, Google groups, LinkedIn), online encyclopaedias (for example, Wikipedia), instant messaging (including chat and SMS

applications), and any other website or web-based tool and any other emerging electronic/digital communications applications.

- 2.2 For the avoidance of doubt, Convergence Dance Studios Limited also incorporates The New Zealand Youth Ballet Company, Aspire and Junior Aspire, and this policy also applies to all students, employees and other persons engaged by these entities.

Student and Employee Responsibilities

- 3.1 All students, employees (and others) must read and comply with this policy.
- 3.2 All students, employees (and others) are expected to promote and be respectful of the interests and reputation of CDS, its students, employees, customers, business partners or any other parties associated with it.
- 3.3 CDS prohibits and considers to constitute serious misconduct which may result in disciplinary action up to and including dismissal, the posting of comments, sending of messages or publishing of materials on the internet (including social media), if this:
- a. Breaches the privacy rights of a student, employee or any other person associated with CDS in any way (for example, posting photos or other personal information without the relevant persons' consent);
 - b. Constitutes any kind of harassment, discrimination or bullying of a student, employee or any other person associated with CDS;
 - c. Is offensive, obscene, inflammatory, threatening, racist, sexist, victimising or otherwise inappropriate comments in the circumstances;

students, employees, customers, business partners or any other party associated with CDS;

- e. Involves the use or disclosure of information that is confidential to CDS or can be reasonably considered to be commercially sensitive;
- f. May be inconsistent with the Harmful Digital Communications Act 2015.

3.4 If a student or employee (or other) makes comments or publishes material on the internet, including any comments posted on social media, which CDS reasonably considers to be in breach of this policy, the student or employee (or other) may be instructed to immediately remove the comment or material from the internet/social media. Any failure to abide by such instruction may constitute serious misconduct and may result in disciplinary action.

Professional Use of Social Media

- 4.1 The creation and running of any internet/social media presence of CDS and on behalf of CDS is at all times subject to CDS's approval.
- 4.2 Where CDS uses social media for its business-related purposes, only expressly delegated/authorised persons are permitted to create and publish CDS-related content on social media.
- 4.3 Employees who wish to contribute to CDS's 'official' social media activities and accounts (for example, by providing potential content) must liaise with the delegated/authorised persons before being able to share, upload or publish CDS-related content on any CDS social media account.

- any commentary or material can be made/published on behalf of CDS;
 - reproducing emblems or logos owned by CDS;
 - any product or service of CDS. is promoted, supported or endorsed; or
 - before students or employees must hold themselves out to be a representative of CDS
- 4.4 The form and content of any commentary or materials published on the internet/social media on behalf of CDS must be authorised by CDS.
- 4.5 At no time must confidential or commercially sensitive information or intellectual property owned or controlled by CDS be posted on the internet/social media, unless this has been expressly authorised.
- 4.6 The posting of personal information of others (for example, photos and personal details) on CDS social media/internet channels will require prior permission from the persons such information relates to.
- 4.7 Any publication of commentary or material on the internet/social media on behalf of CDS must comply with all applicable laws and regulations.
- 4.8 Occasionally CDS may share, “retweet”, “Like”, rate or comment on a post to its social media pages, however, this does not imply endorsement on the part of CDS.

Personal Use of Social Media

- 5.1 All material posted by students or employees (or others) on CDS social media will be regarded as public information and may be treated by us as such. In particular, by posting on CDS social media, you



and distribute the material in any and all media or distribution methods; however, this does not imply endorsement on the part of CDS. This also means CDS can reproduce such posts for promotional or commercial purposes (with no compensation paid to the student, or employee (or others)).

Policy Amendments

- 6.1 CDS is entitled to amend and change this policy from time to time at its sole discretion and employees, students (and others) are required to observe such amendments.

If you have a request, comment or enquiry regarding the above policy please email CDS at cdancestudios@gmail.com