

Dance Focus Academy

Social Media & Artificial Intelligence (AI) Policy

School / Studio	Dance Focus Academy
Policy owner	Jade Fitchett
Date adopted	1/8/2026
Review frequency	Annually, or sooner if legislation/guidance changes
Next review due	1/8/2027

1. Purpose

This policy sets out how Dance Focus Academy uses social media and artificial intelligence (AI) tools, and the standards expected of staff, pupils, and parents/carers when engaging with the school online.

2. The School's Official Social Media

Official accounts are managed only by authorised staff. Photographs and videos of pupils are only posted where written parental consent has been given, and pupils are never named alongside images without separate specific consent.

Parents may withdraw photography consent at any time by contacting the school in writing; any future posts will respect this, though we cannot retrospectively withdraw material already shared by third parties (e.g. reposted by another attendee).

3. Staff Use of Social Media

- Staff must not add current pupils as contacts on personal social media accounts or messaging apps.
- Staff must not discuss pupils, parents, or confidential school matters on personal social media.
- Staff should set personal accounts to private and use professional judgement about content that could bring the school into disrepute.
- Any concerning contact from a pupil or parent via personal social media should be reported to the DSL.

4. Pupils and Parents

We ask parents and pupils not to post photographs or videos of other people's children taken at the studio or at shows without that family's consent, and to be mindful and respectful when discussing the school or its staff online.

5. Use of Artificial Intelligence (AI)

Dance Focus Academy may use AI tools to assist with administrative tasks such as drafting communications, scheduling, or marketing copy. The following principles apply:

- Personal data relating to pupils (names, images, medical or safeguarding information) is never entered into public or unapproved AI tools.
- Pupil photographs or videos are not uploaded to AI image or video generation tools.
- Any AI-generated content (such as marketing text) is reviewed by a member of staff for accuracy before use and is not presented as being written or created by a specific individual without disclosure.
- AI tools are not used to make safeguarding decisions or assessments about a child; these always require human judgement.
- Staff are made aware of which, if any, AI tools are approved for school use and must not use unapproved tools for school business.

6. Cyberbullying

Any concern about online bullying involving pupils, whether it occurs on school platforms or elsewhere, is treated as seriously as bullying in person, in line with our Code of Conduct & Anti-Bullying Policy and Safeguarding & Child Protection Policy.

7. Reporting Concerns

Any concern about content posted online relating to the school, its staff, or pupils should be reported to the Principal or DSL as soon as possible.

8. Review

Given how quickly social media and AI technology changes, this policy is reviewed at least annually.