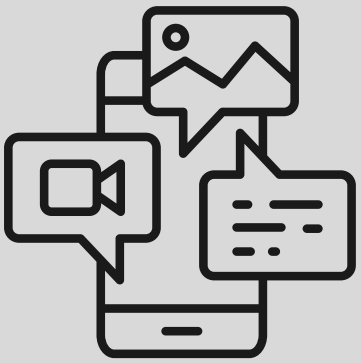
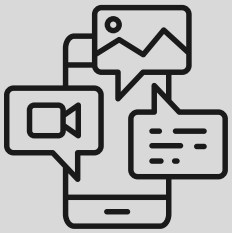


# Social Media Safety Guidelines for Dance Studios

## Social Media Best Practices for Studios

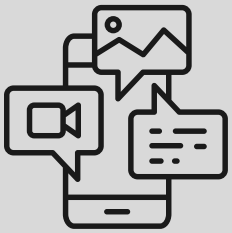


# Why We Made This Guide

Social media can be a wonderful way for dance studios to celebrate their dancers, share achievements, and build community. At the same time, studios working with young performers must balance visibility with responsibility.

Parents trust studios to protect their children both in the classroom and online. A few simple social media practices can go a long way toward protecting dancers, respecting families, and keeping your studio's online presence positive and professional.

The guidelines below are simple practices studios can implement immediately to maintain a safe and respectful social media environment.



# 1. Establish a Clear Parent Consent Policy

Before posting any dancer's image online, make sure your studio has clear written consent from parents or guardians.

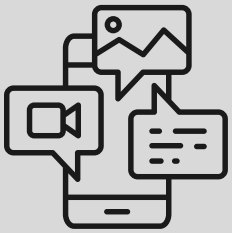
Most studios already include photo permission in their registration forms, but it's worth reviewing that language annually to ensure it covers:

- social media posting
- website use
- promotional materials
- studio marketing

Even with consent, it's wise to remain mindful of the type of content being posted. Parents generally expect studios to showcase achievements and studio culture, not overly stylized or commercial imagery.

A helpful approach is to remind parents at the beginning of the season that the studio may share photos or performance moments online and that they can opt out if they prefer their child not be included.

Transparency builds trust. A sample basic media policy is included at the end of this guide.



# 2. Keep Posts Performance-Focused

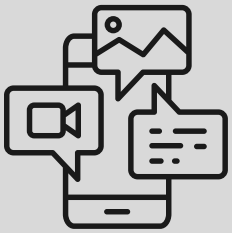
The safest and most professional studio social media accounts tend to focus on:

- rehearsal moments
- performance highlights
- group achievements
- class culture
- competition results
- recital preparation

This keeps the emphasis where it belongs — on dance and training.

Avoid content that feels overly posed, overly styled, or unrelated to the dancer's work in the studio. Exceptions for special media or studio shoot days are ok but these should be the minorty of the posts on your pages.

Studios that keep their social media centered on performance and artistry tend to create an environment that parents feel comfortable with and proud to share.



# 3. Use Thoughtful Tagging Practices

Tagging dancers and families can help posts reach the right audience, but it's important to consider how tagging may affect a dancer's privacy and safety.

Some studios choose to tag only the studio itself, while others allow tagging of parent or dancer accounts. Either approach can work well if handled thoughtfully.

A few considerations studios may wish to keep in mind include:
• Tagging very young dancers' personal accounts is usually unnecessary.
• Tagging parents instead of the dancer can sometimes be the safer option.
• Not all families maintain the same privacy standards on their personal accounts.

For example, a parent's social media page may include information such as:

- school names
- locations frequently visited
- schedules or travel plans
- identifiable neighborhood details

When a studio tags a parent's page, it may unintentionally create a link between the dancer and information the studio cannot control.

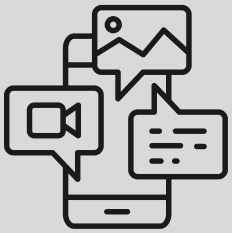
Because of this, some studios adopt simple guidelines such as:

- tagging only the studio account
- tagging older dancers who manage their own accounts responsibly
- asking parents if they are comfortable with tagging before doing so

There is no single rule that works for every studio, but taking a moment to consider how tagging connects accounts together can help studios make thoughtful decisions.

**Periodically review posts others tag your studio in**
Most social platforms allow businesses to review tagged photos and choose whether they appear publicly on their profile. Including tags from: parents, photographers, vendors, dancers. Some of those posts may include information the studio wouldn't normally share.

Checking tagged content occasionally helps ensure that posts associated with your studio reflect the same standards you maintain on your own page.



# 3. Use Thoughtful Tagging Practices Cont'd

**Helping Parents Share Safely**

Parents naturally want to celebrate their dancers. Recitals, competitions, and achievements are exciting milestones, and sharing those moments online is part of how many families express pride.

At the same time, it can be helpful for studios to occasionally remind families about a few basic safety considerations when posting about their dancers online. Even well-intentioned posts can sometimes include details that make it easier for strangers to identify or locate a child.

Studios may wish to periodically remind parents of simple practices such as:

**Avoid sharing detailed schedules**

Posts that include specific rehearsal times, competition locations, or daily schedules can make it easier for outsiders to track where dancers will be.

**Be mindful of location tagging**

Tagging exact studio locations or competition venues during events may reveal where large groups of young dancers are gathered. Many families choose to post photos after an event rather than during it.

**Limit personal identifying information**

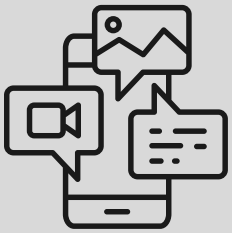
Posts that include school names, class schedules, or neighborhood references can unintentionally reveal more information than intended. Encouraging families to keep captions focused on achievements rather than personal details helps protect dancer privacy. Reminding parents to note what's in the background of photos they post can go a long way toward safety.

**Keep the focus on the dancer's accomplishments**

The safest and most positive posts tend to highlight:

- the performance
- teamwork and friendships
- the effort dancers put into their training
- gratitude for teachers and studios

These types of posts celebrate dancers while maintaining a respectful and supportive tone online.



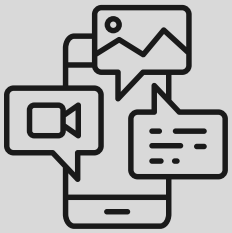
# 4. Monitor and Moderate Comments

Studio posts sometimes attract comments from people outside the studio community. While most interactions are positive, it’s important to monitor comments regularly.

Consider removing comments that are:

- inappropriate
- overly personal toward a dancer
- from unknown accounts that seem suspicious
- promotional spam

Consider adjusting social media settings that only those who follow the page can comment on posts. That can help reduce spammy and “send us this photo” comments. Many studios also disable comments on certain posts featuring younger dancers. This can be a simple way to maintain a positive environment while still celebrating performances.



# 5. Educate Dancers About Online Behavior

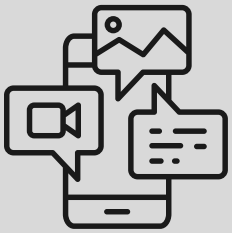
Older dancers often manage their own social media accounts. Studios have a unique opportunity to help them understand how their online presence reflects both on themselves and their training environment.

Encourage dancers to think about:

- posting rehearsal and training moments
- celebrating teammates' successes
- avoiding negative comparisons or criticism
- representing the studio respectfully online

Helping dancers develop healthy social media habits is a valuable life skill that extends far beyond dance.

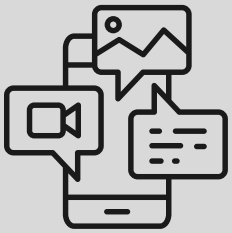
It never hurts to give parents a refersher too - sometimes a parent's best intention in sharing their pride in their student can inadvertently invite risk (see previous section).



# 6. Final Thoughts

Social media should be a place where studios celebrate progress, teamwork, and artistry.

By maintaining clear boundaries, respecting parent consent, and keeping the focus on performance and community, studios can create an online presence that reflects the professionalism and care they bring to their classrooms every day.



# 7. Sample Photo & Media Permission Policy

Many studios include a media consent clause during registration, but it can be helpful to periodically review how that permission is communicated and documented.

A clear media policy protects both the studio and the families involved. It ensures parents understand how images may be used while giving studios confidence that they are sharing content responsibly.

Studios may wish to include a simple acknowledgement such as the following in their registration paperwork.

**Sample Media Permission Statement:**

Photo and Media Consent
Our studio may occasionally capture photos or video during classes, rehearsals, performances, or studio events. These images may be used for purposes such as:
• studio social media posts
• recital promotion
• studio website or newsletters
• celebrating dancer achievements

We are committed to sharing content that reflects the positive culture of our studio and respects the privacy and safety of our dancers.

If you prefer that your child not appear in studio photos or videos, please notify the studio in writing so we can make every effort to respect that request.

Parent Acknowledgement
I understand that the studio may capture and share photos or video for the purposes listed above. I also understand that I may request my dancer not be included in such media by notifying the studio.

Parent / Guardian Name
Signature
Date

This type of acknowledgement helps establish expectations while also giving families the opportunity to opt out if they prefer.