

SOCIAL MEDIA POLICY

Cecchetti Ballet Australia Inc.

Effective date: 13th August 2021

(1) COMMITMENTS

Cecchetti Ballet Australia Inc. (CBA) is committed to providing all members and clients of members with a professional workplace which is pleasant, safe, inclusive and fulfilling.

We respect the rights of our members to engage in public discussion and debate on social media or otherwise.

Your personal activity on the internet may be subject to this Social Media Policy ("Policy") if it impacts our organisation, and/or members.

This Policy outlines CBA Social Media Managers (SMM) approach to social media and is intended to serve as a guide and does not create any contractual obligation on any party. It will be reviewed annually to provide the most up to date guidelines.

Please take the time to read and review this Policy as thoroughly as possible. If you have any questions, please reach out to enrico@cecchettiballet.org.

(2) APPLICATION OF POLICY

- a. This Policy applies to all of our Members and clients of members, teachers, parents, partners and students (together hereinafter "Members").
- b. This Policy will cover the following:
 - i. Social Media; its benefits and legal considerations;
 - ii. Representing our organisation online;
 - iii. Confidentiality and Privacy;
 - iv. Discrimination, Bullying, and Sexual Harassment;
 - v. Approvals and Concerns
 - vi. Security Practices
 - vii. Breach
 - viii. Reporting and Assistance
 - ix. Members Acknowledgment

(2) SOCIAL MEDIA

- a. In the context of this Policy, "Social Media" means mobile and web-based applications for user-generated content, communication, and social interaction.
- b. This Policy covers all Social Media services, platforms and applications including but not limited to:
 - i. social networking sites such as Facebook, Twitter, Instagram, Reddit or Snapchat;
 - ii. video sharing sites such as YouTube, Vimeo or TikTok;
 - iii. professional networking sites such as LinkedIn;
 - iv. online collaborations such as Slack, Wikipedia, or Google Groups;
 - v. forums, discussion boards, blogs, online communities, and review sites;
 - vi. blogging, vlogging, podcasting or other similar activity;
 - vii. other Social Media services or platforms which may not exist as at the date of this Policy but may be created or developed in future;
 - viii. commenting, liking, following, sharing or other similar activity in relation to content on any social media service or platform.
- c. The most popular Social Media platforms that *CBASMM* participate in are Facebook and Instagram. Below is relevant information on their terms and conditions.
 - i. **Facebook:** When you share, post or upload content that is covered by intellectual property rights on or in connection with our Products, you grant us a non-exclusive, transferable, sub-licensable, royalty-free and worldwide licence to host, use, distribute, modify, run, copy, publicly perform or display, translate and create derivative works of your content (consistent with your privacy and application settings). This means, for example, that if you share a photo on Facebook, you give us permission to store, copy and share it with others (again, consistent with your settings) such as service providers that support our service or other Facebook Products you use. This licence will end when your content is deleted from our systems.¹
 - ii. **Instagram:** Similar to Facebook, they have a legal permission "license"² consistent to your privacy settings. Licensing means another person can use the copyright material.

Security Practices is further addressed under section (8), below;

(2.1) BENEFITS OF SOCIAL MEDIA

Using the internet to communicate and engage with individuals is a growing resource in our society. Our audience is increasingly involved with social media

¹ <https://www.facebook.com/terms.php>

² <https://help.instagram.com/478745558852511/>

and CBASMM can use this platform to its advantage. Social media can:

- a. Increase our exposure to clients and potential clients;
- b. Improve our customer service by giving the stakeholders a voice;
- c. Help with recruitment of members and clients for members;
- d. Publicise events being held by CBA and promote sales;
- e. Educate our audience about our product and the values of CBA;
- f. Expose a wider audience to our events and demonstrate the quality of our product by showing visual representations of the events;
- g. Invite a worldwide Cecchetti community to engage with us;
- h. Drive traffic to positive educational sources

(2.2) RISKS & LEGAL CONSIDERATIONS

The online landscape is moving very rapidly and guidelines for use of social media need to move just as quickly. Involvement is beneficial for all the reasons listed above, but there are considerations for users.

Legally we need to consider:

- a. Intellectual property (Creative Commons, copyright and trademarks) describes ownership of an intellectual product which may have commercial value. Original authors must be credited in posts and work cannot be used without authorisation.
- b. Where work is being used with authorisation, the author can be given design rights consultation power to ensure quality representation of their product.
- c. Copyright protects music recording, choreography, photographs, video, etc. (to learn more about copyright protection visit [Australian Copyright Council](#)).
- d. Dangers that these sites can have on the social and emotional wellbeing of children and teenagers when used inappropriately such as cyber-bullying. (For more information, please refer to the *Child Safe policy*)

(3) REPRESENTING OUR ORGANISATION ONLINE

- a. All of CBA copyrights, proprietary information, trademarks and intellectual property must be respected and maintained with the utmost confidentiality while using Social Media.
- b. Members may not use our logos, imagery, branding, business name, email addresses or other intellectual property in connection with their personal Social Media use unless previously approved by the National Council.
- c. If a Member is permitted to officially represent our organisation online, they must:

- i. Never violate the intellectual property rights of any third party. Obtain proper permission to use any content, and always use the correct attribution form.
- ii. Always make sure the content represents the best practice available in relation to safe dance and quality;
- iii. Be professional, respectful and polite using sensitive tone of voice;
- iv. Respect the perspectives and opinions of others;
- v. No communication should disparage CBA's competitors;
- vi. Listen and respond to customer feedback courteously and professionally;
- vii. Never speculate on rumours;
- viii. Language needs to be clear and concise so it cannot be misconstrued;
- ix. Never get into arguments with customers or clients;
- x. Do not answer questions that are not within your expertise. Always ask for help before posting misleading information;
- xi. Avoid making promises - if you are dealing with a customer service issue, always offer to speak to the customer or client on the phone, rather than making express promises online;
- xii. Avoid deleting customer or client comments or questions, even if they disagree with them;
- xiii. Claims must be qualified;
- xiv. Always pause and think before posting. If something doesn't seem right to you, take a minute to pause and try to figure out what's bothering you, then fix it before posting. Ultimately, what you publish is yours - as is the responsibility. So be sure.
- xv. Use your best judgement, but if you need further guidance regarding what is appropriate please refrain from posting until discussion can be engaged in with other *CBASMM*.
- xvi. Act in accordance with the best social networking methods at all times;
- xvii. CBA accounts will not be used to send personal messages or to write any indiscrete content about any individual;
- xviii. Confidential information which is not publicly available will not be handled on our social media accounts. Confidentiality is further addressed under the "Confidentiality" section, below;
- xix. Content will reflect the global nature of Cecchetti Ballet whose members and clients reflect a diverse set of customs, values and points of view.
- xx. Content will be consistent with CBA values and mission statement; "The aims of Cecchetti Ballet Australia are to provide our teachers and students with the best ballet education, inspire them to achieve their full potential and foster in them a love and enjoyment of dance."
- xxi. Do not post anything involving any form of discrimination, bullying or harassment. "Discrimination, bullying and harassment" section, below;
- xxii. No material which is misleading or aggressive will be handled on our social media accounts;
- xxiii. Correct false information about our Organisation as soon as possible.
- xxiv. Try to add value. Provide worthwhile information and perspective.
- xxv. Perception is reality. In online social networks, the lines between public

and private, personal and professional are blurred. By identifying yourself as CBA, you are creating perceptions about your expertise and about CBA.

- xxvi. Make us all proud. Be sure that all content associated with you is consistent with CBA values and professional standards.
- xxvii. Be engaged and be informed. Read the contributions of others. Know what the current conversations are and what people are saying in order to see if, and how, you may be able to contribute a new perspective.
- xxviii. Aim for quality, not quantity. Offer your contribution with context whenever you can. Provide links to other blogs, media articles or whatever sources you think are necessary. Make your content rich and interesting for others to read.

(3.1) OTHER GUIDELINES FOR TEACHERS

- a. Authorisation for taking video, photography and recording
 - i. If permission has been granted for rehearsal purposes, under no circumstances it shall be posted on any Social Media platform.
 - ii. Footage of any CBA's syllabi will ONLY be allowed to be posted after permission has been granted by the National Office.
 - iii. The recording and sharing, posting, distributing the teachers' routines or CBA's without crediting, is a serious breach of copyright.
 - iv. In some cases, senior students are connected via social media. In 2020, parents with students under the age of 18 will need to sign a consent form allowing their child to communicate with staff over social media. This will be closely monitored at all times.
 - v.

(4) CONFIDENTIALITY AND PRIVACY

- a. No content which will potentially harm the reputation of an individual or company will be handled on our social media accounts. All links will be carefully considered and investigated before attachment;
- b. Members may not discuss, identify, publish or share any photographs of any other Member, customers, clients, partners or affiliates on any Social Media except with the express permission of that person and their manager or supervisor;
- c. Content should not make any child, young or vulnerable adult subject to identification.
- d. Only include personal information such as the name, age, school, location, etc if you have appropriate consent from their parent, guardian or carer. In addition you must have a compelling reason to do so.

- e. Ensure that your language within any social media channel or digital communication cannot be misconstrued and does not suggest in any way that you are trying to develop a personal relationship with a child, young person or vulnerable adult.
- f. Do not use any social media accounts to send personal messages to children, young people and vulnerable adults.
- g. Do not encourage children to join any social media platform if they are younger than the legal age to do so. It is up to the parents to decide whether or not their children are ready to engage with online devices and social media. [Here](#) you can find useful resources
- h. When using Social Media, Members are not permitted to:
 - i. identify themselves as a Member of our organisation, unless they are authorised to do so;
 - ii. criticise or complain about our Organisation, or any other Members, customers, clients, partners or affiliates on Social Media;
 - iii. make a comment, present an opinion, or do anything else which serves to undermine or contradict the public perception of our organisation in any way, for example by suggesting that our Members do not agree with or will not implement our policies or procedures.

(5) DISCRIMINATION, BULLYING AND SEXUAL HARASSMENT

- a. Discrimination, bullying and sexual harassment are not accepted at our Organisation, whether they occur in our workplace, or via Social Media;
- b. Members must not engage in any form of discrimination, bullying or harassment. And must not post or engage with any Social Media activity or content which incites violence or which is abusive, sexist, racist, hateful, threatening, defamatory, offensive, or obscene.
- c. When using Social Media, Members are not permitted to post, engage or endorse content encouraging:
 - i. illegal under-age drinking, smoking, tobacco use, illicit drugs, marijuana use., etc.
 - ii. themselves or others in sexually-suggestive poses that may or may not contain full / partial nudity.
 - iii. language that is abusive, threatening, demeaning, and is targeted to another person(s). These will be considered as “cyber-bullying”.
 - iv. malicious, slanderous and purposefully targeting other members in a negative way.
 - v. profanity, comments that are racist, prejudicial, or demeaning of other people/ ethnicities / cultures / gender, etc.

(6) APPROVALS AND CONCERNS

- a. Content will be assessed by at least two Social Media Managers (SMM) before it is posted and approval will be gained in a recordable medium.
- b. A post which creates concern will be immediately deleted until more input is achieved.
- c. Members are legally responsible for anything they post on their personal Social Media accounts, including failure to disclose relationships in marketing, or posting about any unlawful activity. If Members violate any laws while posting on our Social Media accounts, they may be required to indemnify us for any damages caused. "Breach" section below.

(7) SECURITY PRACTICES

- a. Members hereby acknowledge and agree that Social Media platforms may contain a large amount of personal information and may pose security risks. Thereby, they must take all reasonable security precautions when using Social Media in connection with their work.
- b. Members must make use of any relevant privacy settings, security settings or other settings in order to minimise any security risks.

(8) BREACH

- a. Behaviour that breaches this Policy is strictly unacceptable at our organisation.
- b. If any Member breaches this Policy, the following disciplinary procedures may apply:
 - i. a formal warning;
 - ii. the post/photo/video/comments must immediately be removed from all the platforms;
 - iii. a requirement to provide an apology (either verbal or in writing);
 - iv. a requirement to attend discrimination related training;
 - v. a requirement to attend counselling;
 - vi. suspension;
- c. These disciplinary procedures will apply equally and fairly to any Member who breaches this Policy, regardless of that Member's position or seniority at our organisation.

(9) REPORTING

- a. All Members are required to comply with this Policy.
- b. Members have a duty to proactively report any breach of this Policy to us.

- c. We take breaches of this Policy seriously. We encourage any Member who believes a breach may have occurred, to address it promptly.
- d. In the event that a Member reports a breach of this Policy, we will handle the reported breach sensitively and confidentially.

(9.1) HOW TO MAKE A REPORT OR SEEK ASSISTANCE

Members may contact the National Office for a confidential discussion in relation to this Policy.

(10) MEMBERS ACKNOWLEDGEMENTS

- a. All Members understand and acknowledge that any content posted on Social Media is public and may be distributed worldwide.
- b. All Members understand and acknowledge that this Policy asks them to assume that all of their online activities are publicly visible and available at any given time.
- c. All Members understand and acknowledge that any content posted on Social Media which reflects negatively on us, has the potential to significantly harm our business and reputation, whether it is published through our Social Media account, or through the Member's own Social Media account.