



Zest Dance – Social Media and Online Safeguarding Policy 2025

The internet offers many benefits but also presents risks for children, young people and adults with care and support needs. These risks may include online bullying, sexual exploitation, predation, radicalisation and other forms of harm.

At Zest Dance, we recognise our duty to safeguard students against these risks by ensuring safe practice online, identifying concerns early and sharing information with the relevant authorities when necessary.

Purpose and Scope:

This policy sets out how Zest Dance uses social media and online teaching platforms, and the standards of behaviour expected from all teachers, staff, volunteers, students, and parents/carers.

We are committed to limiting children's exposure to online risks by providing clear guidelines for staff and volunteers in line with our Safeguarding Policy. All staff must understand that their safeguarding responsibilities extend to online environments, regardless of the device or platform used.

This policy should be read alongside:

- Zest Dance Safeguarding Policy
- Zest Dance Privacy Policy

Distribution of policy:

- Distributed at induction for all freelance staff and volunteers.
- Circulated to all existing staff and volunteers.

Review and Monitoring:

- Reviewed annually or sooner if legislation or best practice guidance changes.
- Monitored as part of ongoing management and supervision.
- The Designated Safeguarding Lead (DSL) at Zest Dance is **Frankie Young**.
- The DSL is responsible for advising staff, volunteers, parents and students on safe practice, monitoring concerns, and liaising with statutory authorities where required.

Responsibilities:

All staff and volunteers must:

- Safeguard and protect children, young people, and adults when engaging online.
- Follow recording and information-sharing procedures in the Safeguarding Policy.

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- Report online safeguarding concerns, including disclosures of harm or cyberbullying, to the DSL (or statutory authorities if urgent).

Definitions:

- A *child* is anyone under 18. Legal entitlements to safeguarding apply regardless of age, independence, or circumstances.

Online Safeguarding Measures:

At Zest Dance we will safeguard students (both adults and children) using online services by:

- Ensuring all social media accounts are password protected.
- Ensuring more than one member of staff will have access to every social media account and will be present within any online groups. If any member of staff or volunteer has concerns about the behaviour or conduct of another individual within the organisation the nature of the concern should be reported to the designated safeguarding person who will report the matter to the Local Authority Designated Officer (LADO).
- The designated safeguarding officer shall have access to view sites and groups as necessary and there will be a designated member of staff who is responsible for checking and monitoring the quality and appropriateness of all posts on social media sites / groups. The member of staff with monitoring responsibility also has the right to remove inappropriate posts with immediate effect.
- All social media posts will align with the work of Zest Dance, be fit for purpose and align with our organisational code of conduct.
- All account names and email addresses shall be appropriate and fitting for a professional organisation.
- Ensuring no identifiers are posted on any online forum or page for example date of birth, address or phone number and full names should only be used with consent from a parent / guardian and only if necessary
- All photos and videos used must be with full consent from a parent or guardian
- Making sure children, young people and adults aware of who they can speak to should they come across social media or online content they find distressing or should they be exposed to bullying / cyber bullying while accessing online services.

Staff and volunteers:

- Have a duty to bring to the safeguarding lead's attention anything they find to be inappropriate or potentially unsafe including online content or any concerns they have about what they have seen during live sessions either regarding a child /adult, the behaviour of others around them or their home circumstances.
- Will ensure on any videos they create or live sessions they generate that their background environment is clear, professional and appropriate.
- Will always try to consider children's understanding of the internet and their safety when making decisions about the online platforms they choose to use.
- Will abide by Zest Dance safeguarding policies and privacy policy.
- Must not 'friend' or 'follow' children, young people or their families on their personal social media accounts. Social media contact must be through Zest Dance business pages only.
- Should never post photos or videos of Zest Dance students on their personal social media profiles.



Responsibilities of the wider Zest Dance community:

Parents, carers, students and all those connected with Zest Dance are also expected to behave respectfully and responsibly online. The standards of behaviour set out in our terms and conditions apply equally to online interaction. Concerns raised by members of the community will be taken seriously, recorded, and referred to the DSL without delay. Where significant harm is suspected, concerns will be escalated to Children's Social Care, Adult Social Care or the Police in line with the Children Act 1989 and 2004, the Care Act 2014 and the Sexual Offences Act 2003.

We also recognise that some parents and carers may feel uncertain about using the internet or reporting concerns. The DSL will provide guidance and support to help families act appropriately where issues arise.

