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Social Media Policy

Purpose

This social media Policy provides guidelines for acceptable use of social media by students, instructors, and staff of The Wing Chun Collective. The policy aims to protect the reputation of our school and ensure a safe, respectful online environment for everyone.

Scope

This policy applies to all members of The Wing Chun Collective, including students, instructors, and administrative staff. It covers all forms of social media, including but not limited to Facebook, Twitter, Instagram, LinkedIn, YouTube, TikTok, and any other online platforms.

General Guidelines

- Respect and Professionalism: Always communicate respectfully and professionally. Avoid using offensive, defamatory, or discriminatory language.
- Confidentiality: Do not share confidential or sensitive information about the school, its students, instructors, or staff without proper authorization.
- Accuracy: Ensure that any information shared is accurate and truthful. If you make a mistake, correct it promptly.
- Responsibility: You are personally responsible for the content you publish on social media. Consider the impact your posts may have on the school's reputation and the community.

Representing the School

- Official Accounts: Only designated personnel are permitted to create and manage official social media accounts for The Wing Chun Collective.
- Personal Accounts: When discussing topics related to the school on personal accounts, make it clear that your views are your own and do not necessarily reflect those of The Wing Chun Collective.

Use of School Name and Logos

- Do not use the school's name, logos, or branding on personal social media accounts without explicit permission.
- Any use of the school's branding must maintain the integrity and positive image of The Wing Chun Collective.

Privacy and Permission

- Photos and Videos: Obtain permission before posting photos or videos of students, instructors, or events. This is especially important for images of minors, where parental consent is required.
- Tagging and Sharing: Be mindful when tagging others in posts. Ensure they are comfortable with being tagged and have consented to it.

Monitoring and Enforcement

- The school reserves the right to monitor social media activity related to The Wing Chun Collective.
- Violations of this policy may result in disciplinary action, including but not limited to removal of posts, suspension from school activities, or expulsion.

Reporting Issues

- If you encounter any content on social media that violates this policy or brings the school into disrepute, report it to Sifu Steve Woodward or Sifu David Akroyd-Jones.



The Wing Chun Collective

Legal Compliance

- Adhere to all relevant UK laws and regulations, including data protection and copyright laws.

Amendments

- This policy may be updated periodically to reflect new social media trends or legal requirements. Members will be notified of any significant changes.

By following this policy, we can ensure that our online presence remains respectful, positive, and beneficial to all members of the The Wing Chun Collective community. Thank you for your cooperation and support.