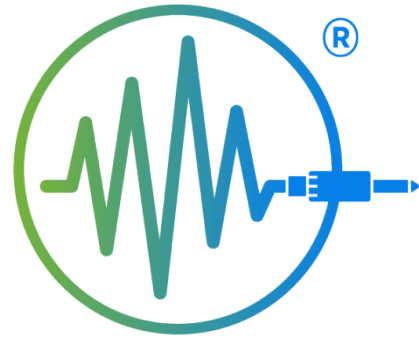


LISA LASHES
SCHOOL *of*
MUSIC



IN ASSOCIATION WITH PTS TRAINING ACADEMY

Social Media Policy

Tutor Guidelines

Lisa Lashes School of Music – Social Media Policy

1. Purpose:

This policy document outlines your personal responsibilities and what you must and must not do when using social media. Social media is an ever-growing force that is a common source of healthy and sometimes unhealthy debate. We are now living and operating in a day and age where a single misplaced, or misunderstood comment, picture or video can have a devastating effect on a business' reputation, and this can seriously hinder future working relationships and client trust.

It is recognised that your personal social media channels are exactly that; personal. Therefore, it is not for Lisa Lashes School of Music to monitor, nor comment on your individual online presence.

It is however, in Lisa Lashes School of Music interest to monitor its own reputation online and deal with any irresponsible, defamatory or derogatory comments made either against, or on behalf of the company.

2. Definition:

This Social Media Policy should always be applied, both during and succeeding employment with Lisa Lashes School of Music

3. Risks:

Non-compliance with this policy could have a significant effect on the efficient operation of Lisa Lashes School of Music and may result in financial loss and an inability to provide necessary services to our customers.

4. Social Media guidelines:

Employees are allowed to associate themselves with the company when posting, but they must clearly brand their online posts as personal and purely their own.

Lisa Lashes School of Music will not be held liable for any repercussions the employees' content may generate.

Content pertaining to sensitive company information (particularly those found within Lisa Lashes School of Music internal networks) should not be shared to the outside online community.

Divulging information like the company plans, internal operations and legal matters are prohibited. Employees are not allowed to disclose information that are financial, operational and legal in nature, as well as any information that pertains to clients and customers.

Employees should not make defamatory remarks about either Lisa Lashes School of Music, its service users, employees or managers.

Tutors must not engage in outside correspondence with any pupil and/or except their friend requests so personal messages can be sent/received.

Once the pupil finishes the LLSOM course, it is at the tutor's discretion who they accept or decline on their personal social media platforms.

Any comments, pictures, videos or content must not damage Lisa Lashes School of Music reputation.

5. Policy Compliance:

If any user is found to have breached this policy, they will be subject to a disciplinary procedure. If a criminal offence is considered to have been committed further action may be taken to assist in the prosecution of the offender(s).

6. Review and Revision:

This policy will be reviewed as it is deemed appropriate, the procedures and policies outlined in this policy may be reviewed or changed at any time. Important changes will be notified to all users and updates will be published accordingly in the policy section on the Lisa Lashes School of Music website.

Date: 3rd January 2020

Name: Lisa Rose-Wyatt

Signature: 

Position: CEO at Lisa Lashes School of Music

Policy renewal date:

January 2021