

Social Media Safety

*Tips, Tricks and
Best Practises for
Dance and
Performing Arts
Businesses*

Protect your students. Protect your studio.

For dance and performing arts studios, social media is one of our most accessible and powerful marketing tools. There is a lot of emphasis placed on sharing with our communities.

Currently in the media there is a lot of information regarding pornographic material involving minors, and this content continues to be made and circulated online. It's important to know these best practise tips to keep the digital footprint of your students safe.

Be mindful of what photos you choose.

Consider the angle of your subjects.

As teachers, we are trained to look objectively at technique. For someone who has antisocial intentions, what we see as a leg mount with great turnout and extension can be recontextualised in a pornographic way.

It's important to consider videos too - inspect your videos for potential screenshots of your students in compromising positions.

Be aware of what's in the background

Take a moment to consider everything visible in the photos and videos - you may be surprised by what you see.

Consider location settings

Be mindful that any posts on a studio's public social media page will immediately reveal information about your students - such as their area of residence, and the schools local to the area.

Posting in real time can unintentionally share your location. Consider waiting until after classes or events to upload content, and keep location tags broad rather than specific.

It is our responsibility as educators to balance the promotion of our studio with the safety of our students.

Utilise Inbuilt Safety Settings

Most social media platforms have inbuilt privacy features that allow you to control how people interact with your posts and profiles.

We've prepared five steps to follow that should mitigate most antisocial behaviour on social media.

These steps are specifically for use on Instagram, however similar settings will be available on different platforms.

How to Access Instagram's Inbuilt Safety Settings:

STEP 1

Turn on Instagram's automatic spam filter

1. Open Instagram and go to your Profile
2. Tap the ☰ menu (top right corner)
3. Scroll down to Hidden Words
4. Turn ON:
 - Hide Comments
 - Advanced Comment Filtering

This allows Instagram to automatically hide offensive or spam comments.

STEP 2

Add custom blocked words

1. Stay in Hidden Words
2. Scroll down to Custom words for messages and comments
3. Turn ON Hide Comments
4. Tap Manage Custom Words and Phrases
5. Add words separated by commas.

Example list you can paste in:

onlyfans, only fans, porn, sexvideo, sex, nude, nudes, xxx, escort, sugar daddy, dm for pics, dm me, link in bio, check bio, tap my bio, hot girls, free vid, leaked, telegram, whatsapp, snapchat, kik, private link, click here, , , ,

Instagram will automatically hide any comments containing these words.

STEP 3

Restrict who can comment

- 1. Tap the Back arrow < to return to the menu*
- 2. Tap Comments*
- 3. Set Who can comment to People who follow you*

This dramatically reduces spam accounts commenting on posts.

STEP 4

Turn on "Limits"

- 1. Tap the Back arrow < to return to the menu*
- 2. Tap Limit Interactions*
- 3. Tap Who will be limited*
- 4. Turn on limits for:*
 - Accounts that don't follow you*
 - New followers*

STEP 5

Limit Sharing Permissions

- 1. Tap the Back arrow < to return to the menu*
- 2. Tap Sharing and Reuse*
- 3. Review the settings for:*
 - Stories to stories (who can share your story to their story)*
 - We recommend: Followers you follow back*
 - Allow people to share your posts and reels*
- 4. Set Allow people to create with and reuse your content to OFF (for both Posts and Reels)*
- 5. Set Allow people to share externally to OFF (for Downloads)*

Monitor Your Posts and Followers

Consider blocking suspicious accounts if you notice them. Places to check include:

- *New followers*
- *Comments (keep track of repeated commentors)*

If you notice a pattern of repeated comments from particular accounts, you can block them in the Settings and Activity (≡) menu.

Going Forward

If you've been experiencing a higher frequency of unwanted or suspicious comments on your posts, set these guidelines for around 30 days. Additionally, we recommend keeping these settings during busy posting periods.

These settings help ensure our social media pages remain a safe and positive space for our dancers and families.

Need advice or unsure what to do next?

Contact DAA Confidentially

Website: www.danceartsalliance.org.au

Email: admin@danceartsalliance.org.au