

Social Media & Communication Protocol

The Zuiderlingen Theatre School

1. Purpose

The Zuiderlingen Theatre School uses email, telephone, WhatsApp, social media, and other digital means of communication to inform students, parents/guardians, teachers, and other involved parties.

This protocol describes how we handle digital communication in a safe, respectful, and professional manner.

2. Principles

In all communication:

- we treat each other with respect;
- we communicate professionally;
- we respect privacy;
- we take the age of students into account;
- we always put safety first.

What is not acceptable offline is also not acceptable online.

3. Communication with Minor Students

Preference is given to communication through parents/guardians when this is appropriate to the age of the student.

When direct contact with a minor student is necessary:

- communication remains limited to lessons, rehearsals, performances, or practical matters;
- communication preferably takes place through a group channel;
- communication remains transparent and professional.

Teachers do not use social media for personal or private conversations with minor students.

4. WhatsApp Groups and Group Communication

WhatsApp groups or similar communication channels are used exclusively for:

- lesson information;
- schedule changes;
- practical announcements;
- information about rehearsals and performances.

Within group apps:

- participants treat each other with respect;
- no offensive, discriminatory, or threatening messages are posted;
- private conflicts are not fought out;
- no photos or videos of others are shared without permission.

Management or the teacher may address participants regarding inappropriate behaviour and, if necessary, remove them from a group channel.

5. Social Media

We encourage positive and respectful use of social media.

Everyone involved with The Zuiderlingen Theatre School:

- refrains from offensive or hurtful statements;
- does not distribute confidential information;
- respects the privacy of others;
- does not post messages that could harm the safety of students or the organisation.

6. Photos and Videos

Photos and videos may be taken during lessons, rehearsals, activities, and performances.

Visual material is used solely in accordance with the privacy statement of The Zuiderlingen Theatre School.

Photos and videos of others are not shared publicly without permission.

With visual material involving minors, privacy and consent are handled with great care.

7. Boundaries for Teachers

Teachers have a role-model function.

Teachers:

- communicate professionally with students;
- do not use social media for personal relationships with minor students;
- do not send inappropriate messages;
- respect professional boundaries;
- report situations that may be unsafe or boundary-crossing to management.

When there is doubt about appropriate digital contact, this will be discussed with management.

8. Online Boundary-Crossing Behaviour

By online boundary-crossing behaviour, we mean, among other things:

- bullying;
- exclusion;
- discrimination;
- intimidation;
- threats;
- sexual harassment;
- spreading rumours;
- sharing images without permission.

Such behaviour is taken seriously and handled in accordance with the applicable procedures of The Zuiderlingen Theatre School.

9. Reports and Concerns

Anyone who feels unsafe or experiences boundary-crossing behaviour through social media or digital communication may contact:

- the teacher;
- management;
- the board;
- the confidential adviser.

Reports are taken seriously and handled with care.

Final Provision

Digital communication is an extension of our lessons and activities. Therefore, we expect the same openness, respectful interaction, and diligence online that we consider self-evident within The Zuiderlingen Theatre School.

Adopted by the Board of The Zuiderlingen Theatre School on 5 October 2026