

## ***Artist and Staff Sharing of Approved Content Policy***

This policy outlines the usage by employed staff, freelance artists, MA candidates and any other professionals, of all approved photo and video content shared with them and owned by Central School of Ballet (Central).

**All photo/video content** owned by other professional photographers/videographers is subject to the photographer's individual licensing agreement. You must abide by their terms of use first and foremost. However, such content is also covered by everything outlined in the policy below.

**It is important to read through the following terms of use before sharing content with others, including its use online and on digital platforms. Where content is shared with you by Central School of Ballet, the following policy protects its use:**

In sharing with you content created and owned by Central School of Ballet, Central grants you use of the photo/video content under the following terms:

- Photo/video content may be used for your **professional use only**. This may include professional social media, websites, portfolios, CV's and any relevant print formats.
  - Any use on social media must be in a professional manner, where the rest of the content posted on that account is deemed appropriate to be associated with the Central brand. Any content shared with artists/staff should not be shared on any personal accounts or with any contacts unless explicitly for a professional reason.
  - Photographers employed by Central reserve the right to use their photographs for their own portfolios and platforms. Central prefers the images used to be ones selected/approved by the Marketing and Social Media Officer or Artistic Director.
- All use must be in a professional manner that appropriately represents the school and yourself. Use of content deemed inappropriate by Central School of Ballet will result in your privilege to receive content being revoked. Central School of Ballet reserves the right to choose what content it shares and with whom.
  - If Central deems that artists/staff are not using the content in a professional manner, or that their profile on social media/digitally is not in line with the Central brand, then they will be asked to remove all Central content that they have posted publicly. Central reserves the right to no longer share content with artists/staff, regardless of their involvement in projects or the creation of content.
- Correct credits must be clearly provided with any use on public-facing websites/platforms. This includes photographers, choreographers, designers and any other applicable artists. For dancer credits, please refer to the points below relating to safeguarding and our policy on crediting students.

- When shared on social media platforms, Central should always be tagged.
- You may not use any content owned by Central for financial gain, e.g. commercial use in an advert, campaign or through a third party. If you are unsure on whether any usage is allowed, you must contact Central School of Ballet's marketing department to seek permission.
  - The above statement applies to all employed staff, freelance artists and MA candidates (e.g. to promote ticket sales, sell classes etc.)
- Content captured by Central School of Ballet is stored and owned by the school. In sharing this content with you, you are being trusted to ensure it is only given to appropriate parties.
  - For professional artists/freelancers, use of such content should only be in a professional manner to showcase your work. It should clearly link to Central School of Ballet and your work with the organisation.
- All permanent and freelance staff employed by Central should not have any contact with current students through social media, unless through the Central accounts.
  - This includes the tagging of students in content.
  - Students may interact with you, but staff and expected not to reciprocate.
  - As outlined in Central's [Photo and Video Consent Policy](#), only 3<sup>rd</sup> year students can be credited by their full name for photos that include them. For safeguarding purposes, 1<sup>st</sup> or 2<sup>nd</sup> year students should be credited by first name only, where there is an image that identifies them.
  - All permanent and freelance staff should only be interacting with (including tagging) content of ex-students who have completed their degree.
- You are not permitted to heavily alter the content so that its quality, purpose or intention is redefined. Video content may be used in showreels or social media content so long as the sharing of its music or choreographic content is not subject to copyright. Where granted permission to do so, proper credits must be clearly given.
- Central encourages artists/staff to share content posted by Central's social media accounts to raise awareness for the school and profile our work as much as possible. Any content shared with artists/staff must not be posted before Central has shared it to ensure that all content is new when shared on our platforms.
- You agree to abide by all of the above statements when downloading or receiving the photo/video content. Central School of Ballet monitors all usage of its content online and regularly ensures that its brand and identity are being upheld.