



Grove Studios · Robyn Academy · Taboo Dance Company
37 The Grove, Gravesend, Kent DA12 1DX

SOCIAL MEDIA POLICY (UK-GDPR)

Date Adopted: July 2026

Next Review: July 2027

Organisation: Grove Studios

Policy Owner

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Date Adopted

10 March 2024 (Updated July 2026)

Next Review

July 2027

Platforms Covered

Meta · Facebook · Instagram · X (Twitter) · Email

Purpose & Official Channels

The Grove Studios uses social media to advertise its services and connect with its audience. Our official accounts are:

- Instagram: [instagram.com/the.grovestudios](https://www.instagram.com/the.grovestudios)
- Facebook / Meta: [meta.com/grovestudiosgravesend](https://www.meta.com/grovestudiosgravesend)

Only authorised Grove Studios staff are administrators of these accounts. Meta has its own UK-GDPR policies and uses cookies — please refer to Meta's policies for full details.

What We Post

- Marketing and advertisement of courses, events and workshops
- General news and updates including student achievements and photos from events (with consent)
- All communications on a public page can be seen by anyone — for private matters, please contact the office directly

Anonymous Data — Meta Insights

Meta provides page administrators with anonymous statistical data via Meta Insights, collected via cookies active for two years. This data includes demographic information (age, sex, location), internet usage patterns and sales categories. The Grove Studios does not actively collect, harvest or

store this data — it remains within Meta's systems and is used only to inform the timing and targeting of posts and to evaluate campaign effectiveness.

Non-Anonymous Data

When users like, follow or message our page, Meta sends us their name as a notification. The Grove Studios does not record, export or use these names for any purpose beyond responding to communications. No personal data is removed from Meta or stored elsewhere by us.

Images of Children

Photos or videos featuring students are only shared with explicit written parental consent. We never include a child's full name, school, age or location in captions. Under-13s are not tagged or identified on any of our channels.

Staff Responsibilities

- Only authorised staff may post on official Grove Studios social media accounts
- Staff will not connect with students or parents on personal social media accounts
- All communications with students/parents must be via official studio channels or email

Parents & Students

We ask all parents and students to be mindful of social media use. Negative or defamatory comments about the studio, staff or fellow students will be treated as a conduct matter. Parents are asked not to share photos of other people's children on social media without consent.