

Newpark Academy of Music – Social Media Policy & Guidelines

Purpose

This policy ensures that all social media content posted on behalf of Newpark Academy of Music reflects our professional standards, artistic values, and brand identity. It also protects the rights and privacy of our students, staff, and community.

Official Social Media Channels

Posts should only be made on or in relation to the following **official Newpark Academy of Music platforms**:

- **Instagram:**
 - @newparkmusic (General & Classical)
 - @newparkjazz (Jazz-specific)
 - **Facebook:**
 - @newparkmusic
 - **Website:**
 - www.newparkmusic.ie
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Visual & Design Guidelines

Logo Usage

- All social media posts **must include the Newpark Academy of Music logo**.
- Use **only the blue version** of the logo (attached).



- You may use the logo with or without the white background.
- If using Canva or other design tools, you may **remove the white background** using BG remover tools.

Standard Font

- The **uniform font** for all visual materials is “**The Youngest**”. This ensures visual consistency across all platforms.

Design Style

- Clean, minimal, and artistic.
- Consistent with Newpark’s colour palette: blues, whites, and neutral tones.
- Avoid decorative or off-brand styles.

Event/Concert Posts

- All concert/event graphics must follow the **attached standard template**.
 - This promotes consistent branding and audience recognition.
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Content & Posting Guidelines

What to Post

- Upcoming concerts, events, and recitals
- Ensemble and class updates
- Highlights of students, teachers, and collaborations
- Behind-the-scenes footage
- Academic announcements (enrolment, term dates)
- Community partnerships (e.g., with IADT)

Tone of Voice

- Warm, professional, inclusive
- Supportive of education and artistic growth
- Respectful and community-focused

Hashtags & Tags

- Use relevant hashtags:
#NewparkMusic #NewparkJazz #MusicEducation #JazzEducation
#DublinMusic
 - Tag our official accounts and any featured artists or organisations.
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Posting Permissions & Restrictions

- **Staff and teachers are NOT permitted** to post on behalf of Newpark Academy of Music or use our branding/logo to promote **their own concerts** without **explicit written permission** from the **Executive Director**.
 - **All content must be approved by:**
 - The **Head of Jazz**
 - The **Artistic Director**
 - The **Executive Director**
 - No posts should be published until approval is received.
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Copyright & Consent

- All video, photo, and audio content used or created by Newpark Academy of Music is considered **property of the Academy**. We reserve **full copyright** over these materials.
 - All students and staff are required to sign a **Photo/Media Consent Form** before the start of each academic year.
 - Please refer to our **GDPR Policy** for full details on data and image use.
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Contact & Submissions

All content, visuals, or post ideas must be submitted for approval to:

 enquiries@newparkmusic.ie

For questions or clarification, please contact the **Executive Director** directly.