

## Use Of Social Media Policy

### Introduction:

Social media is a broad term for any kind of online platform that enables people to directly interact with each other. This policy deals with the use of social media such as Facebook, LinkedIn, Twitter, Google+, Instagram, Whatsapp and Snapchat and all other social networking sites, internet postings, blogs and chat apps. It applies to use of social media for business purposes as well as personal use that may affect the Federation in any way.

This policy is in place to minimise the risks to our Federation through use of social media.

### Purpose:

The Federation recognises the numerous benefits and opportunities which a social media presence offers. Staff are actively encouraged to find creative ways to use social media to positively promote the Federation to our Community. However, there are some risks associated with social media use, especially around the issues of safeguarding, bullying and personal reputation.

This policy aims to encourage the safe use of social media by the Federation and its staff.

This policy also ensures the Governing Body maintains its duty to safeguard children, the reputation of the Federation and those who work for it and the wider community.

### Scope:

This policy is subject to the Federation's Codes of Conduct and Acceptable Use Agreements and:

- Applies to all staff and to all online communications that directly or indirectly, represent the Federation.
- Applies to such online communications posted at any time and from anywhere.
- Encourages the safe and responsible use of social media through training and education.
- Defines the monitoring of public social media activity pertaining to the Federation.

The Federation respects privacy and understands that staff and students may use social media forums in their private lives. However, personal communications likely to have a negative impact on professional standards and/or the Federation's reputation are within the scope of this policy.

## Definitions:

- **Professional communications** are those made through official channels, posted on a Federation account or using the Federation or either school's name. All professional communications are within the scope of this policy.
- **Personal communications** are those made via personal social media accounts. In all cases, where a personal account is used which associates itself with the Federation or either School or impacts on the Federation, it must be made clear that the member of staff is not communicating on behalf of the Federation with an appropriate disclaimer. Such personal communications are within the scope of this policy. Personal communications which do not refer to or impact upon the Federation are outside the scope of this policy.
- **Digital communications** with students are also considered. Staff may use social media to communicate with learners via a Federation-authorised social media account for teaching and learning purposes but must consider whether this is appropriate and consider the potential implications. Staff must never use their personal accounts for communicating with students. For example, a department may wish to have a Twitter account which students and parents can follow to share resources, but staff should not enter into private conversations (e.g. Direct Messages on Twitter) with students. From a safeguarding perspective, we would not approve using Facebook accounts or groups for this, however students following an approved Federation public Twitter account would be acceptable.

## Organisational control: Roles & Responsibilities

The Governing Body has overall responsibility for the effective operation of this policy, but has delegated day-to-day responsibility for its operation to the Executive Headteacher/Federation Leadership Team.

### Federation Leadership Team

- Facilitating training and guidance on Social Media use.
- Developing and implementing the Social Media policy
- Taking a lead role in investigating any reported incidents.
- Making an initial assessment when an incident is reported and involving appropriate staff and external agencies as required.
- Receive completed applications for Social Media accounts
- Approve account creation

### IT Manager

- Create the account following FLT approval
- Store account details, including passwords securely
- Be involved in monitoring and contributing to the account
- Control the process for managing an account after the lead staff member has left the organisation (closing or transferring)

## All Staff

- Know the contents of and ensure that any use of social media is carried out in line with this and other relevant policies
- Attending appropriate training
- Regularly monitoring, updating and managing content he/she has posted via Federation accounts
- Adding an appropriate disclaimer to personal accounts when naming the Federation/Schools

## **Process for creating new accounts:**

The Federation community is encouraged to consider if a social media account will help them in their work, e.g. a history department Twitter account, or a “Friends of the School” Facebook page.

Anyone wishing to create such an account must present a business case to the Federation Leadership Team (via the School Business Manager) which covers the following points:-

- The aim of the account
- The intended audience
- How the account will be promoted
- Who will run the account (at least two staff members should be named)
- The account must be open to the public, not private/closed

Following consideration by the FLT an application will be approved or rejected. In all cases, the FLT must be satisfied that anyone running a social media account on behalf of the Federation has read and understood this policy and received appropriate training. This also applies to anyone who is not directly employed by the Federation, including volunteers or parents.

Once set up, the following rules must apply:

- Staff should set up a distinct and dedicated social media site or account for educational purposes. This should be entirely separate from any personal social media accounts held by that member of staff, and should be linked to an official Federation email account
- The current password or login details for all social media accounts must be provided to IT who will retain a record of such information
- **Staff must ensure that they do not identify a student using their full name. Only first/forenames or initials may be used**
- Care must be taken that any links to external sites from the account are appropriate and safe
- Any inappropriate comments on or abuse of Federation-sanctioned social media should immediately be removed and reported to a member of the Leadership Team
- Staff should not engage with any direct messaging of students through social media where the message is not public
- Staff should not seek to view, link up or view student accounts. For example, in the case of Twitter, staff should not “follow back” those who follow, share or like Federation comments/posts.

## Compliance

Social media should never be used in a way that breaches any of our other Federation policies. For example, you are prohibited from using social media to:

- breach our IT policies and procedures
- breach our Code of Conduct
- breach our Disciplinary Policy or procedures
- breach our Anti-bullying and Harassment Policy
- breach our Equal Opportunities Policy
- breach our Data Protection Policy (for example, never disclose personal information about a colleague or student online)
- breach any other laws or regulatory requirements

Staff must make themselves aware of and act in accordance with their duties under the DfE statutory guidance *Keeping Children Safe* as these relate to:

- their own online activity
- the online activity of students and other colleagues and
- information of which they become aware online including their duties relating to Children Missing from Education, Child Sexual Exploitation, FGM and Preventing Radicalisation (Prevent).

Staff who breach any of the above policies will be subject to disciplinary action up to and including termination of employment. Any member of staff suspected of committing a breach of policy will be required to co-operate with our investigation, which may involve handing over relevant passwords and login details. You may be required to remove any social media content that we consider to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.

## Monitoring

Federation accounts must be monitored regularly and frequently. Any comments, queries or complaints made through those accounts must be responded to within 24 hours (or on the next working day if received at a weekend) even if the response is only to acknowledge receipt.

Regular monitoring and intervention is essential in case a situation arises where bullying or any other inappropriate behaviour arises on a Federation social media account.

## Behaviour

- The Federation requires that all users using social media adhere to the standard of behaviour as set out in this policy and other relevant policies.
- Digital communications by staff must be professional and respectful at all times and in accordance with this policy.
- Staff must not use social media to infringe on the rights and privacy of others or make ill-considered comments or judgments about staff.
- Federation social media accounts must not be used for personal gain.
- Staff must ensure that confidentiality is maintained on social media even after they leave the employment of the Federation.

- Users must declare who they are in social media posts or accounts by putting their initials at the end of the message, e.g.: “Welcome back to the new School year everyone! - DCH” Anonymous posts are discouraged in relation to Federation activity.
- If a journalist makes contact about posts made using social media staff must consult with the Executive Headteacher before responding.
- Unacceptable conduct, (e.g. defamatory, discriminatory, offensive, harassing content or a breach of data protection, confidentiality, copyright) will be considered extremely seriously by the Federation and will be reported as soon as possible to a relevant senior member of staff, and escalated where appropriate.
- The use of social media by staff while at work may be monitored, in line with Federation policies. The Federation permits reasonable and appropriate access to private social media sites. However, where excessive use is suspected, and considered to be interfering with relevant duties, disciplinary action may be taken.
- The Federation will take appropriate action in the event of breaches of the social media policy. Where conduct is found to be unacceptable, the Federation will deal with the matter internally. Where conduct is considered illegal, the Federation will report the matter to the police and other relevant external agencies, and may take action according to the disciplinary policy.

#### **Legal considerations:**

- Users of social media should consider the copyright of the content they are sharing and, where necessary, should seek permission from the copyright holder before sharing.
- Users must ensure that their use of social media does not infringe upon relevant data protection laws, or breach confidentiality.

#### **Handling abuse**

- When acting on behalf of the Federation, handle offensive comments swiftly and with sensitivity.
- If a conversation turns and becomes offensive or unacceptable, Federation users should screenshot, block, report or delete other users or their comments/posts and notify the Federation Business Manager as soon as possible.
- If you feel that you or someone else is subject to abuse by colleagues through use of a social networking site, then this action must be reported using the agreed Federation protocols.

#### **Tone**

The tone of content published on social media should be appropriate to the audience, whilst retaining appropriate levels of professional standards. Key words to consider when composing messages are:

- Engaging
- Conversational
- Informative
- Friendly (on certain platforms, e.g. Facebook)

## Use of images

The Federation maintains a list of those parents/carers who have objected to or who have placed any restrictions or limitations on the use of images of their child. **Staff should familiarise themselves with the names of the students on this list.** It is a disciplinary offence to use, post or publish a photograph or video image of a student contrary to the instructions of their parent/carer. All staff should read the contents of the USH Photo Consent Form and be aware of the conditions of use.

Federation use of images can be assumed to be acceptable providing the following guidelines are strictly adhered to.

- Permission to use any photos or video recordings should be sought using the USH Photo Consent Form. If anyone, for any reason, asks not to be filmed or photographed then their wishes should be respected.
- Under no circumstances should staff share or upload student pictures online other than via Federation owned social media accounts and only if we have express written parental consent to publish their picture on social media (see USH photo permissions list).
- **Staff must ensure that they do not identify a student using their full name. Only first/forenames or initials may be used.**
- Staff should exercise their professional judgement about whether an image is appropriate to share on Federation social media accounts. Students should be appropriately dressed, not be subject to ridicule and must not be on any Federation list of children whose images must not be published.
- If a member of staff inadvertently takes a compromising picture which could be misconstrued or misused, they must delete it immediately and notify the Federation Business Manager.

## Personal use

### Staff

- **Staff are not permitted to follow or engage with current or prior students of the Federation on any personal social media network account.**
- Personal communications are those made via a personal social media accounts. In all cases, where a personal account is used which associates itself with the Federation or impacts on the Federation, it must be made clear that the member of staff is not communicating on behalf of the Federation with an appropriate disclaimer. Such personal communications are within the scope of this policy.
- Personal communications which do not refer to or impact upon the Federation are outside the scope of this policy.
- Where excessive personal use of social media in Federation is suspected, and considered to be interfering with relevant duties, disciplinary action may be taken. The Federation permits reasonable and appropriate access to private social media sites for authorised staff.

### Students

- The Federation’s e-safety programme should enable the students to be safe and responsible users of social media.
- Students are encouraged to comment or post appropriately about the Federation. Any offensive or inappropriate comments will be resolved by the use of the Federation’s behaviour policy

### Parents/Carers

- Parents/Carers are encouraged to comment or post appropriately about the Federation. In the event of any offensive or inappropriate comments being made, the Federation will ask the parent/carer to remove the post and invite them to discuss the issues in person. If necessary, refer parents to the Federation’s complaints procedures.

### Monitoring posts about the Federation

- As part of active social media engagement, it is considered good practice to pro-actively monitor the Internet for public postings about the Federation or either school within it.
- The Federation should effectively respond to social media comments made by others according to a defined policy or process.

### General Guidance for Staff

#### Managing your personal use of Social Media:

- “Nothing” on social media is truly private
- When posting on social media, check, check and check again which account you are about to post with. You do not want to post a personal message or photo to an official Federation page!
- Social media can blur the lines between your professional and private life. Don’t use the Federation logo and/or branding on personal accounts
- Check your settings regularly and test your privacy
- Keep an eye on your digital footprint
- Keep your personal information private
- Regularly review your connections – keep them to those you want to be connected to
- When posting online consider; Scale, Audience and Permanency of what you post
- If you want to criticise, do it politely.
- Take control of your images – do you want to be tagged in an image? What would children or parents say about you if they could see your images?
- Know how to report a problem

#### Managing Federation social media accounts

##### The Do’s

- Check with a senior leader before publishing content that may have controversial implications for the Federation or either school within it
- Use a disclaimer when expressing personal views
- Make it clear who is posting content
- Use an appropriate and professional tone
- Be respectful to all parties

- Ensure you have permission to 'share' other peoples' materials and acknowledge the author
- Express opinions but do so in a balanced and measured manner
- Think before responding to comments and, when in doubt, get a second opinion
- Seek advice and report any mistakes using the Federation's reporting process
- Consider turning off tagging people in images where possible

**The Don'ts**

- Don't make comments, post content or link to materials that will bring the Federation into disrepute
- Don't publish confidential or commercially sensitive material
- Don't breach copyright, data protection or other relevant legislation
- Consider the appropriateness of content for any audience of Federation accounts, and don't link to, embed or add potentially inappropriate content
- Don't post derogatory, defamatory, offensive, harassing or discriminatory content
- Don't use social media to air internal grievance