Social Media Policy

RELATING TO

All Academies of the Shaw Education Trust

WAS APPROVED BY THE MANAGEMENT BOARD

ON

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SIGNED BY MEMBER OF THE BOARD

NAME [Print]………………………………………

POSITION…………..………………………………

Procedure Originator:	G LAWRIE
Approved By:	BOARD
Date Approved:	SEPTEMBER 2017
Review Interval:	3 YEARS
Last Review Date	SEPTEMBER 2017
Next Review Date	SEPTEMBER 2020
Audience:	Employees

History of most recent policy changes

Date	Page e.g. whole document	Detail of Change	Origin of Change e.g. Reason for change or Change in legislation

Social Media Policy

1. Introduction

1.1 The purpose of this policy is to outline the responsibilities for all employees when accessing social media technologies. It aims to manage organisational risk when using open social media technologies in both a personal and professional context and to enable employees to exercise good judgement in a digital world. It aims to support the E-Learning & IT Strategy in providing a safe and secure digital environment for our learners. The guidance will be applicable to all employees in The Shaw Education Trust, academy council members, contractors, business partners, volunteers and visitors.

1.2 Social media includes online technologies and tools that enable sharing and collaboration through digital communities and networks. As an open organisation The Shaw Education Trust recognises the value of social media as a powerful facility to engage and inspire the digital generation. The value of social media and wider networking technologies is recognised as a key driver in the transformation of technology enabled learning if used in a responsible and professional way. This policy aims to support our employees in maintaining professionalism when using social media.

2. Scope

2.1 This policy applies to all employees of The Shaw Education Trust. Although this policy refers to employees throughout, the Trust is aware of its wider responsibilities to provide a positive safe and secure digital working environment for all who work on Trust premises.

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

2.3 Individuals are personally accountable for their behaviour when using digital technology. All individuals who work on The Shaw Education Trust premises, including agency, contract workers and volunteers are therefore required to support the Trust's Social Media policy.

2.4 This policy applies to all professional communications and personal communications.

2.5 Although this policy applies to employees, students should also be reminded of their responsibilities in relation to the use of social media and appropriate behaviour in an online world and this will be addressed through the E-Safety Policy and wider guidance, help and support made available.

2.6 Associated strategies/policies include the E-Learning & IT Strategy.

2.7 This policy will be subject to an Equality Impact Assessment (EIA) to ensure the provisions do not present any detriment to employees with regard to protected characteristics.

2.8 Amendments or updates of this procedure, or the related policy, are subject to negotiation and agreement with the recognised trade unions.

3. Definition of Social Media

3.1 Social Media is a broad term for any kind of online platform which enables people to directly interact with each other. Examples of such sites include, but are not limited to, blogs (short for web log), Myspace, Facebook, Twitter, Bebo, YouTube, LinkedIn, Instagram, Windows Live Spaces, MSN, forums, bulletin boards, multiplayer online gaming, chatrooms and instant messenger

4. General Principles

4.1 The Shaw Education Trust requires that all users using social media adhere to the standard of behaviour as set out in this policy and other relevant policies.

4.2 If no specific advice, policies or guidelines for a specific situation exist, or if you are unsure consult your Line Manager or a Senior Leader.

4.3 If you need to take a particular course of action in an unplanned circumstance, which may vary from policies or does not allow time for advice to be sought, record these actions with a Senior Leader as soon as possible.

5. Legislation

5.1 The Shaw Education Trust will adhere to its obligations under the legislation relevant to the use and monitoring of electronic communications, which are predominantly the Regulation of Investigatory Powers Act 2000; the Telecommunications (Lawful Business Practice) (Interception of Communications) Regulations 2000; the Communications Act 2003; Data Protection Act 1998; the Human Rights Act 1998; the Defamation Act 1996 and the Equality Act 2010.

5.2 The Shaw Education Trust will exercise its rights to intercept internet access under the Telecommunications (Lawful Business Practice) (Interception of Communications) Regulations 2000 for the following business reasons:

- To establish the existence of facts relevant to the Trust's business.
- To ascertain compliance with regulatory practices or procedures relevant to the Trust.
- To ensure that employees using the system are achieving the standards required.
- To prevent or detect crime.
- To investigate or detect abuse of the telecommunications systems, including using social media websites.
- To ensure effective operation of systems, e.g. to detect computer viruses and to maintain an adequate level of security

6. Legal Considerations

6.1 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.

6.2 Users must ensure that their use of social media does not infringe upon relevant data protection laws, or breach confidentiality.

6.3 Any concerns regarding social networking should be reported in the first instance to a Senior Leader.

7. Privacy Settings & Social Media

7.1 Default privacy settings for some social media websites allow some information to be shared beyond an individual's contacts. In such situations, the user of the site is personally responsible for adjusting the privacy settings for the account. Information available on social media sites could be produced as evidence by either the Trust or employee, should it be necessary either as part of The Shaw Education Trust procedures, or in legal proceedings.

7.2 It is good practice for employees and learners to review their access and privacy settings for any social media sites, and to restrict and guard against who can access the information on those sites. Even if privacy and security settings are utilised, anything posted on social media sites may be made public by onward transmission. All employees are encouraged to use good judgement in any posts to any social media technology and to consider the effects of any posts should they become available in the wider public domain.

7.3 Employees are advised to refrain from publishing any personal or sensitive information on social media websites, e.g. date of birth, home address, telephone number or any information related to personal bank accounts or wider personal information.

8. Acceptable Use of Social Media

8.1 The Shaw Education Trust digital systems and networks are first and foremost tools to support learning and teaching. Employees are encouraged to make appropriate use of social media technologies to support the learning and teaching process.

8.2 Employees responsible for contributing to the Trust's social media activities should be aware at all times that they are representing The Shaw Education Trust and to behave in an appropriate way.

9. Expected Standards of Conduct on Social Media Technologies

9.1 The line between public and private, professional and personal is not always clearly defined when using social media. If an employee identifies themselves as a member of employees of The Shaw Education Trust, this has the potential to create perceptions about the Trust to a range of external audiences and also among colleagues and Students. Employees are strongly discouraged from identifying themselves as employees of the Trust.

9.2 When communicating either in a professional or personal capacity, within or outside the workplace, employees **must**:

- Conduct themselves in accordance with other Shaw Education Trust policies and procedures relating to acceptable use and e-safety and exercise good judgement at all times.
- Be professional, courteous and respectful as would be expected in any other situation.
- Think carefully about how and what activities are carried out on social media websites.
- Be transparent and honest. If employees express personal views, it should be made clear that the views do not represent or reflect the views of The Shaw Education Trust.

10. Inappropriate Conduct

10.1 While using social media in any capacity, employees are reminded of the need to protect their professionalism.

10.2 When communicating either in a professional or personal capacity, within or outside the workplace, employees must not conduct themselves inappropriately. The following are examples of inappropriate conduct:

- Engaging in activities that have the potential to bring the Trust into disrepute.
- Breach of confidentiality by disclosing privileged, sensitive and/or confidential information.
- Making comments that could be considered to be bullying, harassing or discriminatory against any individual or entity.
- Posting remarks which may inadvertently cause offence and constitute unlawful discrimination, harassment and/or victimisation.
- Posting or uploading inappropriate comments, images, photographs and/or video clips about colleagues or ex-colleagues, students or ex-students, parents or business partners.
- Publishing defamatory and/or knowingly false material about the Trust, other employees or students.
- Engaging in discussions or anything which may contravene the Trust's equality and diversity policy and may have the potential to cause serious harm to the Trust.
- Use of offensive, derogatory or intimidating language which may damage working relationships.
- Pursuing inappropriate personal relationships with students, ex-students or parents.
- Participating in any activity which may compromise your position at the Trust.
- Behaviour that would not be acceptable in any other situation.
- Knowingly accessing, viewing or downloading illegal material.
- Commenting on any work-related matters that may bring the Trust into disrepute.
- Posting any material that breaches copyright legislation.
- Using a Shaw Education Trust email account to create a personal social media account.
- Doing anything that may conflict with the interests of the Trust.
- Using social media websites in any way which is deemed to be unlawful.
- Forwarding Shaw Education Trust intellectual property, confidential information or internal distribution only or sensitive materials to an external host such as a hotmail or Google mail account or similar without the prior consent of your manager.

10.3 Further advice and guidance is provided in Appendix 1.

11. Professional Communications

11.1 All professional communications are within the scope of this policy. Professional communications are those made through official channels, posted on a school account or using the school name.

12. Personal Communications

12.1 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 school or impacts on the school, it must be made clear that the member of staff is not communicating on behalf of the school with an appropriate disclaimer. Such personal

communications are within the scope of this policy. Employees are strongly discouraged from identifying themselves as an employee of the Trust.

12.2   Personal communications which do not refer to or impact upon the school are outside the scope of this policy.

12.3   Under no circumstances should employees in The Shaw Education Trust, academy council members and volunteers add a prior student in school within the last five years as a friend on a personal social networking site. The Trust's advice is that you delete a child who is currently at school whether you already knew them or not.

12.4   Further advice and guidance is provided in Appendix 2.

13.   Responsibilities

13.1   Senior Leadership Team roles & responsibilities include:

- Facilitating training and guidance on Social Media use.
- Contribute to the development and implementation of 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.

13.2   Employees in The Shaw Education Trust, academy council members and volunteers roles and responsibilities include:

- Know the contents of and ensure that any use of social media is carried out in line with this and other relevant policies.

- Attend appropriate training.

- Digital communications by staff must be professional and respectful at all times and in accordance with this policy. Staff will not use social media to infringe on the rights and privacy of others or make ill-considered comments or judgments about staff either directly or indirectly.

- Ensure Trust social media accounts (i.e. Twitter) are not be used for personal gain.

- Ensure that confidentiality is maintained on social media even after they leave the employment of the Trust.

- Declare who you are in social media posts or accounts i.e. Twitter. Anonymous posts are discouraged in relation to Trust activity.

- Understand unacceptable conduct (e.g. defamatory, discriminatory, offensive, harassing content or a breach of data protection, confidentiality, copyright) will be considered extremely seriously by the school and will be reported as soon as possible to a relevant senior member of staff, and escalated where appropriate.

- Understand the Trust will take appropriate action in the event of breaches of the Social Media policy. Where conduct is found to be unacceptable, the Trust will deal with the matter internally. Where conduct is considered illegal, the Trust will report the matter to the police and other relevant external agencies, and may take action according to the disciplinary policy.

14. Tone

14.1 Employees should be mindful of the content of their messages/comments and should only type messages/comments that they would be prepared to say in a face to face conversation.

14.2 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)

15. Use of Images

15.1 Many academy activities involve recording images as part of the curriculum, extra academy activities, publicity or to celebrate an achievement. In accordance with The Data Protection Act 1998 the image of a pupil/student is personal data. Therefore, it is a requirement under the Act for consent to be obtained from the parent/guardian of a pupil/student for any images made. It is also important to take into account the wishes of the pupil/student, remembering that some pupils/students do not wish to have their photograph taken or be filmed.

15.2 Under no circumstances should staff share or upload learner pictures online other than via school owned social media accounts (i.e. Twitter).

15.3 Staff should exercise their professional judgement about whether an image is appropriate to share on school social media accounts. Learners should be appropriately dressed, not be subject to ridicule and must not be on any school list of learners whose images must not be published.

15.4 If a member of staff inadvertently takes a compromising picture which could be misconstrued or misused, they must delete it immediately and report this to a member of the Senior Leadership Team.

15.5 Further guidance on photography, video and images of children can be found within the Trust's Safeguarding/ E-Safety/ Social Media/Acceptable Use/Data Protection Policies. Employees must adhere to these policies at all times.

16. Monitoring and Responding to Posts about The Shaw Education Trust

16.1 As part of active social media engagement, it is considered good practice to pro-actively monitor the Internet for public postings about The Shaw Education Trust.

16.2　The Trust will effectively respond to social media comments made by others where appropriate.

16.3　Behavioural categories that could affect you:

- Spreading of gossip or untrue information by blog, email, mobile phone or social networking sites
- Posting or forwarding of private information, messages and pictures online or by mobile phone
- Threats and abuse made by email, mobile phone or comments left on social networking sites
- Impersonation of the victim and creation of a fake profile page which is humiliating and/or contains false information

17.　Breaches of this Policy and Disciplinary

17.1　All staff should be aware that The Shaw Education Trust will take seriously any occasions where the services are used inappropriately.

17.2　If occasions arise of what could be deemed to be online bullying or harassment, these will be dealt with in the same way as other such instances.

17.3　Cyberbullying is an increasing issue and is not tolerated. Employees need to be mindful that inappropriate activity on social media could be considered as cyberbullying and this may result in disciplinary action.

17.4　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.

17.5　If any instances of the inappropriate use of social networking sites are brought to the attention of the Principal, depending on the seriousness of the nature of the allegations, advice may be sought from the Safeguarding Children Board Local Authority Designated Office (LADO) and disciplinary action may be taken.

17.6　It is important for schools to take action against people who breach the Social Media policy and should collect evidence by:

- Recording date and time of messages
- Copying content / screenshots
- Recording Sender ID, number, address

17.7　There may be instances where the school will be obliged to inform the police of any activity or behaviour for which there are concerns as to its legality.

17.8　Disciplinary action may be taken against staff, agency staff or academy council members who contravene these guidelines, in accordance with the Shaw Education Trust's disciplinary procedures.

17.9　If you require advice on the use of these guidelines, please contact your line manager.

18.　Policy Review

18.1　The responsibility for drafting, updating, monitoring and reviewing this policy and ensuring it complies with current legislation belongs to the Director of Operations. It will next be reviewed in September 2018.

18.2   All employees are responsible for complying with the requirements of this policy and for reporting any breaches of the policy to their manager.

18.3   If employees have concerns about information or conduct on social media sites that are inappropriate, offensive, demeaning or could be seen to be bullying, this should be reported to their manager immediately.

Appendix 1

Further advice and guidance on the Do's and Don'ts for employees in The Shaw Education Trust, academy council members, contractors, business partners, and volunteers. This is not an exhaustive list.

The Do's:	The Don'ts:
- Use social networking sites responsibly and ensure that neither personal/professional reputation, nor the school's reputation is compromised by inappropriate postings. - Be aware of the potential of on-line identity fraud and to be cautious when giving out personal information about yourself which may compromise your personal safety and security. - Ensure communication between learners and adults takes place within clear and explicit professional boundaries. - Ensure all communications are transparent and open to scrutiny. - Consider setting personal social networking sites to Private and ensure that learners, other than relatives[1], are never listed as approved contacts. - Only use equipment e.g. mobile phones provided by school to communicate with learners, making sure that parents have given permission for this form of communication to be used. - Recognise that text messaging should only be used as part of an agreed protocol and when other forms of communication are not possible. - Ensure Facebook friend requests are not initiated to or accepted from parents, other than relatives.	- Do not use the school's name, logo, or any other published material without written prior permission from the Senior Leadership Team. This applies to any published material including the internet or written documentation. - Do not post any communication or images which links the school to any form of illegal conduct or which may damage the reputation of the school. This includes defamatory comments. - Do not disclose confidential or business-sensitive information; or the disclosure of information or images that could compromise the security of the school. - Do not breach copyright, data protection or other relevant legislation. - Do not post any images of employees, learners, academy councillors or anyone directly connected with the school whilst engaged in school activities except by a designated person for the agreed publicity use. - Do not make any derogatory, defamatory, rude, threatening or inappropriate comments about the school, or anyone at or connected with the school. **By clicking 'like' to direct and indirect inappropriate comments on social media, you will be in breach of this policy.** - Do not share any personal information with a learner, other than relatives.

[1] The term 'relative' throughout this policy extends to family friends and neighbours. Where this is the case, this should be disclosed to the Principal.

- Check with a Senior Leader before publishing content that may have controversial implications for the school.

- 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 people's 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 school's reporting process.

- Consider turning off tagging people in images where possible.

- Do not give personal contact details including email address, home or mobile numbers, other than to relatives. They should not be given unless the need to do so is agreed by the Senior Leadership Team – for example an emergency situation.

- Do not use or access social networking sites of learners, other than relatives.

- Do not use internal or web based communication channels to send personal messages to a learner, other than relatives.

- Do not use social media to air internal grievances.

- Do not post/ make comments directly or indirectly about the school as a whole, staff or Senior Leadership Team or an individual member of staff or post content or links to materials that will bring the school into disrepute. If you wish to make a complaint against a member of staff, please inform the Principal. If you wish to make a complaint about the Principal, please inform the Chair of the Academy Council.

Appendix 2

Checklist for managing your personal use of social media, this is not an exhaustive list:

- 'Nothing' on social media is truly private.
- Check your settings regularly and test your privacy.
- Keep your personal information private.
- Facebook – check your "View As' Button.
- Security settings need to be set to 'Friends only' that includes comments, posts and photos (these 'friends' need to be people you know and trust in the real world).
- Only post content and photos you wouldn't mind showing your family.
- Social media can blur the lines between your professional and private life. Don't use the school logo and/or branding on personal accounts.
- Keep an eye on your digital footprint.
- 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.
- Take control of your images – do you want to be tagged in an image? What would learners or parents say about you if they could see your images?
- Learn how to report an issue directly to UK Safer Internet Centre.