

SOCIAL MEDIA

BEHAVIOUR

- Unless using an Academy account, do not associate yourself with the Shaw Education Trust.
- Be professional, courteous, respectful, transparent and honest in all communication.
- When expressing personal views, it should be clarified that these do not represent or reflect the Trust.
- Act with caution when 'liking' posts and comments - 'liking' direct and indirect inappropriate comments will be a breach of this policy.
- Staff must act in accordance with this policy at all times and breaches of this policy may result in disciplinary action.

PUPIL RELATIONS

- Under no circumstances should a pupil or prior pupil of the last five years, be added on a personal social media site.
- All communication with pupils should be within clear and explicit professional boundaries.
- All communication should be transparent and open to scrutiny.
- Only use equipment provided by the Academy to contact pupils, ensuring parents have given permission for this.

POST CONTENT

Do:

- Ensure posts are engaging, conversational and informative.
- Use a disclaimer when expressing personal views.
- Check with a senior leader before publishing anything that may have controversial implications.
- Think before responding to comments.

Do not:

- Use social media to air internal grievances.
- Use the Academy's or Trust's name, logo or any other published material without the SLT's written permission.
- Post anything which links the Academy or Trust to any form of illegal conduct.
- Post anything directly or indirectly about the Academy or Trust which may bring them into disrepute.
- Share or upload images of individuals without obtaining their prior consent.

DATA PRIVACY

- All social media users are responsible for ensuring the appropriate privacy settings are applied.
- Always act cautiously when giving out personal information.
- Do not breach copyright, data protection or other legislation.
- Do not disclose confidential or business-sensitive information.
- Ensure appropriate permission is obtained prior to sharing other people's materials and always acknowledge the author.

REPORTING CONCERNS

- Any concerns regarding social networking should be reported to a senior leader.
- In unplanned circumstances, where a particular course of action needs to be taken which varies from policy or does not allow time for advice to be sought, these actions must be recorded with a senior leader as soon as possible.