



Rudston Primary School

Social Media Policy for School Based Staff

Date: September 2019

**This policy and all school policies are produced in accordance to
guidance set out in our school legislation and guidance policy.**

**Approved By Governors: Autumn 2019
Review Autumn Term 2021**

Our Mission Statement:

To develop a love of learning,
enabling all children
to reach their full potential.

* Respect * Resilience *
* Responsibility * Enjoyment *
* Challenge *

Safeguarding Statement:

“Rudston Primary school is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.”

POLICY

1. INTRODUCTION

- 1.1 This policy is in place to minimise the risks to School, and your own professional reputation, through use of social media.
- 1.2 This policy does not form part of the employee's contract of employment and may be amended at any time.

2. SCOPE

- 2.1 This policy applies to all employees who are employed by or under a school Governing Body which has formally adopted this policy.

3. SOCIAL MEDIA DEFINITION

- 3.1 This policy deals with the use of all forms of social media. Social media covers all social networking sites, internet postings and blogs, including, **but not limited to**, Facebook, LinkedIn, Twitter, Google+, Wikipedia, Instagram, personal blogs and any other similar resources.
- 3.2 This policy applies to the use of social media for business purposes **as well as personal use** that may affect the School in any way.

4. USE OF SOCIAL MEDIA DEFINITION

- 4.1 Use of social media includes, **but is not limited to**, personally making comments on any form of social media, allowing any third party to impersonate you on any form of social media, requesting any third party to make a social media communication on your behalf and associating yourself with any social media communications (including, but not limited to, 'liking', 'retweeting' or 'sharing').

4. COMPLIANCE WITH RELATED POLICIES AND AGREEMENTS

- 4.1 Social media should never be used in a way that breaches any of our other policies. If an internet post would breach any of our policies in another forum, it will also breach them in an online forum.
- 4.2 Staff should never provide references for other individuals on social or professional networking sites, as such references, positive and negative, can be attributed to the School and create legal liability for both the author of the reference and the School.
- 4.3 Staff who breach this policy or any other policies through the use of social media will be subject to disciplinary action up to and including termination of employment.

5. PERSONAL USE OF SOCIAL MEDIA

- 5.1 Personal use of social media is never permitted during working hours or by means of our computers, networks and other IT resources and communications systems (***Eg. Use of the school Wifi system to post messages from a personal smart phone***).

6. PROHIBITED USE

- 6.1 You must avoid using social media to make any social media communications that could damage the School's interests or reputation, even indirectly.
- 6.2 You must not use social media to defame or disparage the School, our staff or any third party; to harass, bully or unlawfully discriminate against staff or third parties; to make false or misleading statements; to impersonate colleagues or third parties; or to make any comment or statement that reflects poorly on the School or your professional standing.
- 6.3 You must not use social media express opinions on the School's behalf via social media, unless expressly authorised to do so by the Head Teacher. You may be required to undergo training in order to obtain such authorisation.
- 6.4 You must not use social media to post comments about sensitive school-related topics, such as our performance, internal procedures and activities or pupil information or do anything to jeopardise the running of the School or disclose confidential information or intellectual property.
- 6.5 You are not permitted to have any parents or pupils, either former or present, as contacts to personal social networking accounts.
- 6.6 Any misuse of social media should be reported to the Head Teacher. In the case of the alleged misuse being by the Head Teacher, such misuse should be reported to the Chair of Governors.

7. BUSINESS USE OF SOCIAL MEDIA

- 7.1 If your duties require you to speak on behalf of the School in a social media environment, you must still seek approval for such communication from the Head Teacher, who may require you to undergo training before you do so and impose certain requirements and restrictions with regard to your activities.
- 7.2 Likewise, if you are contacted for comments about the School for publication anywhere, including in any social media outlet, direct the enquiry to the Head Teacher and do not respond without written approval.
- 7.3 The use of social media for School purposes is subject to the whole of this policy.

8. GUIDELINES FOR RESPONSIBLE USE OF SOCIAL MEDIA

- 8.1 You should make it clear in the use of social media, or in your personal profile, that you are speaking on your own behalf. Write in the first person and use a personal e-mail address.
- 8.2 Be respectful to others when using social media and be aware that you are personally responsible for all communications which will be published on the internet for anyone to see.
- 8.3 If you disclose your affiliation with School on your profile or in any use of social media, you must state that your views do not represent those of the School (unless you are authorised to speak on the School's behalf as set out in paragraph 6.3). You should also ensure that your profile and any content posted in the use of social media are consistent with the professional image you present, and are expected to uphold, to parents, pupils, colleagues and the school community.
- 8.4 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it.
- 8.5 If you see social media content that disparages or reflects poorly on the School, you should contact the Head Teacher. In the case of the Head Teacher being responsible for any such content you should contact the Chair of Governors.

9. MONITORING

- 9.1 We reserve the right to monitor, intercept and review, without further notice, staff activities on personal social media or using our IT resources and communications systems to ensure that our rules are being complied with and for legitimate business purposes and you consent to such monitoring by your use of such resources and systems.

10. BREACH OF THIS POLICY

- 10.1 Breach of this policy may result in disciplinary action up to and including dismissal. Any member of staff suspected of committing a breach of this policy will be required to co-operate with our investigation.
- 10.2 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.
- 10.3 In the event of a breach of this policy, any other policy and/or procedure relevant to the breach shall also be followed.

Policy reviewed and agreed by Governors : Autumn 2019

Policy reviewed and agreed by staff : Autumn 2019