



# SOCIAL MEDIA POLICY

SANDON PRIMARY ACADEMY

Mrs R Beckett (Principal)

Review date: September 2024

## **O.1. Introduction**

1.1. This policy must be read in line with other policies provided by the School including, but not limited to, the disciplinary and grievance policy, IT policy and all policies relating to discrimination, bullying and harassment.

1.2. You must follow the rules established in this policy in relation to all forms of social media. Failure to comply with this policy could result in disciplinary action which could lead to dismissal depending on the circumstances.

## **O.2. Definition of Social Media**

2.1. Social media is a type of interactive online media that allows parties to communicate instantly with each other and allows the sharing of data in a public forum.

2.2. Social media covers, but is not limited to; Twitter, Instagram, Facebook, LinkedIn, YouTube and Flickr.

## **O.3. Personal use of social media at work**

3.1. You are not permitted to access social media websites for your own use from the School's computers or other electronic devices for personal use at any time.

## **O.4. Business use of social media**

4.1. You will be advised if you are expected to make use of social media for School purposes and in what forums such use is allowed or not allowed.

4.2. If you are unsure about the suitability of a post you wish to make please discuss it prior to posting with the Principal.

4.3. You may contribute to the School's social media activities. You may be requested to provide blogs or articles for publication. Alternatively, if you have something you would like to contribute to the social media controlled by the School please contact the Principal.

4.4. If you are contacted for comments about the School for publication anywhere, including social media, you must discuss your response with the Principal to ensure it is appropriate and compatible with the values of the School.

## **O.5. Responsible use of social media**

5.1. If you are required to use social media on behalf of the School remember that you are representing the School at all times and must therefore ensure the communication has a purpose and is intended to benefit the School.

5.2. In both professional and personal use of social media you must:

- a) Use your common sense before you post anything and think about what you are saying to the world at large.
- b) Ensure that you do not post any disparaging or defamatory statements about:
  - i) Our School
  - ii) Our staff (current or past)
  - iii) Our pupils and / or their parents / guardians/family (current or past)
  - iv) Our existing, potential or previous suppliers
  - v) Our competitors or other schools

- vi) Any person or organisation that has any connection with our School.
- c) Refrain from posting images or links with inappropriate content.
- d) Refrain from breaching confidentiality.
- e) Refrain from revealing any trade secrets or confidential information either relating to our School or a third party.
- f) Refrain from any breach of copyright.
- g) Not use social media to bully, harass or discriminate against any party.
- h) Refrain from posting strong religious or political viewpoints.
- i) Refrain from entering into contractual arrangements.
- j) Refrain from any illegal activity.
- k) Refrain from on line fights, personal attacks or hostile postings.
- l) Refrain from becoming friends on Facebook or similar, followers of on Twitter or similar or LinkedIn with pupils, their guardian's / family members (current or past).

5.3. The golden rule - ask yourself whether what you are about to post could cause offence to anyone. If the answer is yes, or you are not sure, then do not make the post.

## **O.6. Monitoring**

6.1. If you are allowed to use the School's computers or other electronic devices for personal use the School reserves the right to monitor such use including use of the internet and personal use of social media. Unauthorised use during working hours will result in disciplinary action.

6.2. In the event of misuse being found the School may limit your access rights, in addition to any other sanction that may be appropriate.

## **O.7. Social media in your personal life**

7.1. The School recognises that many employees use social media in a personal capacity. Whilst you are not acting on behalf of the School, you must be aware that your actions might damage the reputation of the School.

7.2. Your online profile / username must not contain the name of the School and any posts must also not mention the school.

7.3. You must not be friends or follow parents on social media of children at the school – directly or indirectly.

7.4. You must not, under any circumstances, use your School email address in any form of personal social media or on the internet at all in your personal capacity. You must set up your own personal email address.

7.5. The School discourages you from discussing your working life via social media, however, if you choose to do so remember the golden rule.

7.6. Ensure profile and page privacy settings are private and consider friend / follower requests carefully giving consideration to who their friends and followers may be, remove tags on photographs or alternatively refrain from the use of personal social media altogether.

## **O.8. Disciplinary Action**

8.1. Any breach of this policy may result in disciplinary action being taken against you. Serious breaches of this policy could constitute gross misconduct and could lead to dismissal without notice depending on the circumstances of a particular case.

8.2. The School reserves the right to require you to remove a posting from any social media forum and any failure to comply with this request may constitute an act of gross misconduct for failing to follow a reasonable management instruction.

## **O.9. Remember the golden rule**

9.1. Ask yourself whether what you are about to post could cause offence to anyone. If the answer is yes, or you are not sure, then do not make the post.