Kingsmead Achieving through Caring	**POLICY TITLE:**	**Social Networking/Media**
Committee/Person Responsible for Policy:		Deputy Headteacher: Well-Being & Diversity Well-Being & Diversity sub-committee
Date Approved by Governing Body:		June 2020
Date of Last Review:		Term 6 – 2019/20
Next Review Due:		Term 6 – 2020/21
Associated Policies:		Safeguarding and Child Protection; ICT & Online Safety; Acceptable Use; Data Protection and Complaints

The Social Networking/Media Policy is rooted in the Core Values of Kingsmead School

1) *Care*
The online safety of users is always the driving factor when using Social Networking/Media

2) *Aspiration*
Social Networking/Media when used with students should encourage students' the highest possible achievement and attainment through powerful learning

3) *Respect*
Social Networking/Media must be used in a respectful and positive manner

4) *Determination*
Social Networking/Media when used with students should enhance the outcomes of the learners in line with their willingness to succeed

1 INTRODUCTION

1.1   We recognise that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics using a wide variety of social media, such as Facebook, Twitter, blogs and wikis. However, employees' use of social media can pose risks to our ability to safeguard children and young people, protect confidential information and reputation, and can jeopardise our compliance with legal obligations. This could also be the case during off duty time.

1.2   Kingsmead School staff must not be friends with or communicate with current students on social networking sites. We would also advise staff not to be friends with or communicate with former students in social networking sites.

1.3   Employees using social media are also potentially at risk of others misunderstanding the intent behind online communications or blurring of professional boundaries between children and young people and their parents or carers. This policy therefore sets out the School's expectations regarding the use of social media.

1.4   There have been occurrences where these services have been used for less positive reasons or used for a substantial length of time during working hours.

1.5   To minimise these risks, to avoid loss of productivity and to ensure that our ICT resources and communications systems are used only for appropriate school purposes, and that the use of personal devices does not have an adverse impact on our school we expect our employees to adhere to this policy.

1.6   This policy does not form part of any employee's contract of employment and it may be amended at any time.

Who is covered by the policy?

This policy covers all employees working at all levels and grades. It also applies to consultant, contractors, casual and agency staff, governors and volunteers (collectively referred to as **staff** in this policy). Students and parents/carers are included in Section 4.

Third parties who have access to our electronic communication systems and equipment are also required to comply with this policy.

2 USE OF SOCIAL NETWORK SITES

2.1   The following sections of the policy provide staff with common-sense guidelines and recommendations for using social media responsibly and safely.

2.2   Protecting our business reputation:

      2.2.1   Staff must not post disparaging or defamatory statements about:

            - our school;

            - our students or their parents or carers;

            - our governors or staff;

            - suppliers and vendors; and

            - other affiliates and stakeholders

but staff must also avoid social media communications that might be misconstrued in a way that could damage our school's reputation, even indirectly.

Staff must make it clear in social media postings that they are speaking on their own behalf. Write in the first person and use a personal e-mail address when communicating via social media.

Staff are personally responsible for what they communicate in social media. Remember that what you publish might be available to be read by the masses (including the school itself, future employers and social acquaintances) for a long time. Keep this in mind before you post content.

If you disclose your affiliation as an employee of our School you must also state that your views do not represent those of your employer. You should state, "the views in this posting do not represent the views of my employer". You must also ensure that your profile and any content you post are consistent with the professional image you present to students and colleagues.

Do not post comments about sensitive school related topics, such as our performance. Even if you make it clear that your views on such topics do not represent those of the school your comments could still damage our reputation.

If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with the Headteacher.

If you see content in social media that disparages or reflects poorly on our School or our stakeholders, you must print out the content and contact the Headteacher. All staff are responsible for protecting our school's reputation.

If approached by a media contact about content on a site relating to Kingsmead School, employees must advise their line manager before taking any action.

2.3 Respecting intellectual property and confidential information

2.3.1 Staff must not do anything to jeopardise our confidential information and intellectual property through the use of social media.

2.3.2 In addition, staff must avoid misappropriating or infringing the intellectual property or other companies and individuals, which can create liability for the School as well as the individual author.

2.3.3 Do not use our logos, brand names, slogans or other trademarks, or post any of our confidential or proprietary information without prior written permission.

2.3.4 To protect yourself and the School against liability for copyright infringement, where appropriate, reference sources of particular information you post or upload and cite them accurately.

Respecting colleagues, students, parents and carers, governors and other stakeholders:

2.3.5 Do not post anything that your colleagues or our students, parents and carers, governors and other stakeholders could find offensive, including discriminatory comments, insults or obscenity. Other people may find content inappropriate that you believe is acceptable. The test is how the content is perceived by the recipient not how it is intended by the person posting it.

2.3.6 Do not post anything related to your colleagues or our, business partners, suppliers, vendors or other stakeholders without their written permission.

2.3.7 Sites must not be used to verbally abuse staff or students. Privacy and feelings of others must be respected at all times. Employees must obtain the permission of individuals before posting contact details or pictures. Care must be taken to avoid using language which could be deemed as offensive to others.

Using Social Network Sites at Work

2.4   Viewing and updating personal sites <u>must not take place during</u> working times, unless in exceptional circumstances, such as where activities form part of a research project and this has been agreed in advance as appropriate by the line manager.   Reasonable access is acceptable before/after working hours.

2.5   Sites must not be used for accessing or sharing illegal content.

2.6   While using social media at work, circulating chain letters or other spam is never permitted.   Circulating or posting commercial, personal, religious or political solicitations, or promotion of outside organisations unrelated to the school's business are also prohibited.

2.7   Any serious misuse of Social Networking sites that has a negative impact on Kingsmead School will be regarded as a disciplinary offence.

Kingsmead School does not discourage staff and students from using such services.   However, all must be aware that Kingsmead School will take seriously any occasions where the services are used inappropriately.   If occasions arise of what might be read to be online bullying or harassment, these will be dealt with in the same way.

3. Monitoring

3.1   The contents of our ICT resources and communications systems are our property. Therefore, staff should have no expectation of privacy in any message, files, data, document, facsimile, telephone conversation, social media post conversation or message, or any other kind of information or communications transmitted to, received or printed from, or stored or recorded on our electronic information and communications systems.

3.2   We reserve the right to monitor, intercept and review, without further notice, staff activities using our ICT resources and communications systems, including but not limited to social media positions and activities, to ensure that our rules are being complied with and for legitimate business purposes and you consent to such monitoring by your acknowledgement of this policy and your use of such resources and systems.   This might include, without limitation, the monitoring, interception, accessing, recording, disclosing, inspecting, reviewing, retrieving and printing of transactions, messages, communications, postings, log-ins, recording and other uses of the systems as well as keystroke capturing and other network monitoring technologies,

3.3   We may store copies of such data or communications for a period of time after they are created, and may delete such copies from time to time without notice.

3.4   Do not use our ICT resources and communications systems for any matter that you wish to be kept private or confidential from the school/ Academy/ Trust.

Staff with any concern regarding online safety should speak to the designated online safety safeguarding officer: Andy Dunnett (DHT)

4. Students & Parents/Carers

Inappropriate use of social networking sites by students & parents/carers
Although social networking sites may appear to be the quickest and easiest ways to express frustrations or concerns, it is rarely appropriate to do so. Other channels, such as private and confidential discussion are most appropriate.

The school considers the following examples to be inappropriate uses of social networking sites.

4.1 Making allegations about students at the school/online bullying.

4.2 Making complaints about the school/staff at the school.

4.3 Posting negative/offensive comments about a specific student or member of staff at the School.

4.4 Posting racist comments.

4.5 Posting comments which threaten violence.

4.6 Posting negative comments about the school either directly or indirectly.

The school will always try to deal with concerns raised by students & parents/carers in a professional and appropriate manner and understands that students & parents/carers may not always realise when they have used social networking sites inappropriately. Therefore, as a first step, the school will usually discuss the matter with them to try and resolve the matter and to ask that the relevant information be removed from the social networking site in question. If the student/parent refuses to do this and continues to use social networking sites in a manner the school considers inappropriate, the school will consider taking the following action:

4.7 Take legal advice and/or legal action where the information posted is defamatory in anyway or if the circumstance warrant this.

4.8 Set out the school's concerns to you in writing, giving you a warning and requesting that the material in question is removed.

4.9 Contact the police where the school feels it appropriate – for example, if it considers a crime (such as harassment) has been committed; or in cases where the posting has a racial element, is considered to be grossly obscene or is threatening violence; take other legal action against the individual.