



THE DUKERIES
ACADEMY

Social Media Policy

Policy reviewed by Academy Transformation Trust on	Feb 2018
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This policy links to:	Located:
<ul style="list-style-type: none">• Safeguarding Policy• E-safety Policy• Data Protection• Disciplinary Policy• Equalities Policy• Complaints Procedures• Code of Conduct	

Review Date – Feb 2019

Our Mission

To provide the very best education for all pupils and the highest level of support for our staff to ensure every child leaves our academies with everything they need to reach their full potential.

We promise to do everything we can to give children the very best education that gives them the best opportunity to succeed in life. All of our academies have it in them to be outstanding and achieving this comes down to our commitment to our pupils, staff and academies.

Our Commitment

We are committed to taking positive action in the light of the Equality Act 2010 with regard to the needs of people with protected characteristics. These are age, disability, pregnancy and maternity, religion and belief, race, sex, sexual orientation, gender reassignment and marriage and civil partnership.

Introduction

Purpose and Ethos

The internet provides a range of social media tools that allow users to interact with one another, for example rediscovering friends on social networking sites, keeping up with other people's lives on Twitter and maintaining pages on internet encyclopaedias such as Wikipedia.

Social networking is defined as sharing your interests and thoughts in an online forum with like-minded individuals. Social media is the means by which this is completed.

Social media sites have become important learning, communication and marketing tools as they allow users (individual, academy or Trust) to interact and raise their profile with a wide cross section of other users.

Scope

This policy applies to the Trust Board, head office employees, Governors, all teaching and other staff, whether employed by the academy, teacher trainees and other trainees, volunteers and other individuals who work for or provide service on behalf of academies. These individuals are collectively referred to as 'staff members' in this policy.

This policy covers content that is published on the internet (e.g. contributions in blogs, message boards, social networking sites or content sharing site and applications – 'apps') even if created, updated, modified, shared and contributed to outside of working hours or when using personal IT systems. The internet is a fast-moving technology and it is impossible to cover all circumstances of emerging media - the principles in this policy must be followed irrespective of the medium.

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1 Safeguarding

1.1 We have a duty of care to ensure that all of our pupils are safe. This policy is adopted in line with the following:

- ATT Safeguarding Policy
- ATT E-Safety Policy (which incorporates the Internet Acceptable Use Policy) and the expectations and procedures related to them).

1.2 Staff members should at all times consider the safety and wellbeing of our pupils when embarking on social media activities.

2 Roles and Responsibilities

2.1 Academy Transformation Trust will:

- Review this policy every 3 years and/or in response to any significant changes to social media issues; medium or external factors

2.2 The Local Governing Body will:

- Ensure the principles of the Social Media Policy are embedded and evident in the academy.

2.3 The Principal will

- Have overall responsibility for social media sites and publications within them in their academy. The day-to-day management of this can be delegated to another staff member.
- Delegate the responsibility for the technical elements of social media to a member of support staff.
- Ensure staff understand the expectations of social media use outlined in this policy, with particular attention to ensure the safeguarding of pupils and their staff

2.4 ICT support will:

- Inform the Principal and the E-Safety Officer of requests for new social media sites.
- Ensure filtering and monitoring solutions are fit for purpose and limit access to social media sites where appropriate and monitor internet/email use.
- Inform the Designated Safeguarding Lead or senior leader responsible (depending on the event) of any event that may concern them.

2.5 Parents and carers will

- Understand and accept the academy need to follow these principles to ensure the professional use of digital media and social sites and the safeguarding of pupils and staff.

3 Legal Framework

3.1 ATT is committed to ensuring that all staff members provide confidential services that meet the highest standards. All staff members are bound by a legal duty of confidence and other laws to protect the confidential information they have access to during the course of their work. (refer to ATT Data Protection Policy)

3.2 Confidential information includes, but is not limited to:

- Person-identifiable information e.g. pupil and employee records protected by the Data Protection Act 1998
- Information divulged in the expectation of confidentiality
- School business or corporate records containing organisationally or publicly sensitive information
- Any commercially sensitive information such as information relating to commercial proposals or current negotiations
- Politically sensitive information.

3.3 ATT and its academies could be held vicariously responsible for acts of their employees. For example, staff members who harass co-workers online or who engage in cyber-bullying or discrimination on the grounds of race, sex, disability, etc. or who defame a third party while at work, may render ATT and the academy liable to the injured party.

3.4 Social media should never be used in a way that breaches any Trust/academy policy.

3.5 It should be noted that individuals can be identified as working for the academy/ATT simply by revealing their name or a visual image of themselves.

4 Social Media Principles

4.1 You must be conscious at all times of the need to keep your personal and professional lives separate. You should not put yourself in a position where there is a conflict between your work for the school and your personal interests.

4.2 You must not engage in activities involving social media which might bring the academy or ATT into disrepute.

- 4.3 You must not represent your personal views as those of the academy or ATT, on any social medium. If you express any idea or opinion, then you should add the disclaimer such as 'these are my own personal views and not those of the academy'.
- 4.4 You must not discuss personal information about pupils, academy/Trust staff and other professionals you interact with as part of your job on social media. You must not divulge any information that is confidential to the academy/Trust or partner organisation.
- 4.5 You must not use social media and the internet in any way to attack, insult, abuse or defame pupils, their family members, colleagues, other professionals, other organisations, the academy or ATT.
- 4.6 You must be accurate, fair and transparent when creating and altering online sources of information on behalf of the academy or ATT (head office staff).
- 4.7 The ATT logo, academy logo or intellectual property may not be used in connection with any blogging or social networking activity without permission from the Principal/Trust.
- 4.8 No post should cause others embarrassment or harm.

5 Personal use of Social Media

- 5.1 Staff members must not have contact through personal social media with any pupil, whether from your academy or any other school, unless the pupils are family members.
- 5.2 Staff members must not have any contact with pupils' family members through personal social media if that contact is likely to constitute a conflict of interest or call into question their objectivity.
- 5.3 If staff members wish to communicate with pupils through social media sites or to enable pupils to keep in touch with one another, they can only do so with the approval of the academy/Trust (where applicable) and through official sites created according to the requirements specified in Appendix 1¹.
- 5.4 Staff members must decline 'friend requests' from pupils they receive in their personal social media accounts. If any such requests from pupils who are not family members, are received they must discuss this with the academy/Trust Designated Safeguarding Lead. They can be directed to and follow the academy/Trust Twitter site.
- 5.5 On leaving the academy/Trust service, staff members must not contact academy/ATT pupils by means of personal social media sites. Similarly, staff members must not contact pupils from their former schools by means of personal social media sites.

¹ Appendix 1 can be amended to the academy need

- 5.6 Information staff members have access to as part of their employment of the academy/Trust, including personal information about pupils and their family members, colleagues, and other parties and school corporate information must not be discussed on their personal web space or personal social media sites.
- 5.7 Photographs, videos or any other types of digital images depicting pupils wearing uniforms or clothing with school logos or images identifying school premises must not be published on staff members' personal web space or personal social media sites.
- 5.8 Academy/Trust email addresses and other official contact detail must not be used for setting up personal social media accounts or to communicate through such media.
- 5.9 Staff members must not edit, open access online encyclopaedias such as *Wikipedia*, in a personal capacity at work. This is because the source of the correction will be recorded as the academy's/Trust's IP address and the intervention will, therefore, appear as if it comes from the employer.
- 5.10 Academy/ATT logos or brands must not be published on personal web space or personal social media sites.
- 5.11 Staff members should not provide references for other individuals on social or professional networking sites (such as LinkedIn), as such references, positive or negative, can be attributed to the academy/Trust and create legal liability for both themselves and the academy/Trust
- 5.12 Staff members must use appropriate security settings on social media sites in order to mitigate any potential issues. Staff members are advised to set their privacy levels of their personal web sites or personal social media sites as strictly as they can and to opt out of public listings on social networking sites to protect their own privacy. Staff members should keep their passwords confidential, change them often and be careful about what is posted online; it is not safe to reveal home addresses, telephone numbers and other personal information. It is a good idea to use separate email addresses just for social networking so that any other contact details are not given away.

6 Using Social Media on behalf of the Academy (in the case of head office – Trust)

- 6.1 A list of currently permitted sites used in the academy/Trust are found in Appendix 2².
- 6.2 Staff members can only use permitted sites for communicating with pupils or to enable pupils to communicate with one another.

² Appendix 2 should be updated by individual academies according to their use

- 6.3 There must be strong pedagogical or business reasons for creating official academy/Trust sites to communicate with pupils and others. Staff must not create sites for trivial reasons which could expose the school to unwelcome publicity or cause reputational damage.
- 6.4 The academy is expected to hold a Twitter account on their website and to keep it up to date.
- 6.5 Official academy sites and social media profiles must be created only according to the requirements in Appendix A of this Policy. Sites created must not breach the terms and conditions of social media service providers, particularly with regard to minimum age requirements.
- 6.6 Staff members must at all times act in the interests of children and young people when creating, participating, in or contributing content to social media sites.
- 6.7 If messages are sent via social media they should be treated as any correspondence would be that is if the message contains a complaint for example the Complaints Policy should be followed; enquiries should be handled by the relevant individual and responded to in the appropriate format. Any responses that are completed through the messaging system should be agreed by the principal.

7 Monitoring of Internet Use

- 7.1 The academy/ATT monitors usage of its network, internet and email services.
- 7.2 The contents of the academy/Trust IT resources and communication systems are The Trust's property.
- 7.3 Users of the academy/ATT owned equipment, network, internet and email service should have no expectation of privacy in anything they create, store, send or receive using the IT system.
- 7.4 The academy/Trust may store copies of such data or communications for a period of time after they are created, and may delete such copies in line with Data Protection requirements.

8 Breaches of the Policy

- 8.1 Any breach of this policy may lead to disciplinary action being taken against the staff members involved in line with the Trust Disciplinary Policy.
- 8.2 This policy does not form part of any employee's contract of employment and can be amended at any time.

Appendix 1: Social Media Site Creation Approval Form

Use of social media must receive approval from the Principal prior to the setting up of sites

Please complete this form and forward to the designated lead within your academy

Team Details			
Department			
Name of Author of site			
Author's line manager			
Purpose of Setting Up Social Media Site (please describe why you want to set up this site and the content of the site)			
What are the aims you propose to achieve by setting up this site? What is the proposed content of the site?			
Proposed Audience of the Site Please tick all that apply			
<input type="checkbox"/>	Pupils of your academy	<input type="checkbox"/>	Pupils from feeder schools
<input type="checkbox"/>	Your academy staff	<input type="checkbox"/>	External organisations
<input type="checkbox"/>	Pupils family members	<input type="checkbox"/>	Members of the public
<input type="checkbox"/>	Others; please provide details		
Proposed Contributors to The Site Please tick all that apply			
<input type="checkbox"/>	Pupils of your academy	<input type="checkbox"/>	Pupils from feeder schools
<input type="checkbox"/>	Your academy staff	<input type="checkbox"/>	External organisations
<input type="checkbox"/>	Pupils family members	<input type="checkbox"/>	Members of the public
<input type="checkbox"/>	Others; please provide details		
Administration of the Site			
Names of Administrators (the site must have at least 2 approved administrators)			

Names of moderators (the site must have at least 2 approved moderators)	
Who will vet external contributors?	
Who will host the site	Your Academy Third party; please give host name
Proposed date of going live	
Proposed date for site closure	
How do you propose to advertise for external contributors?	
If contributors include children or adults with learning disabilities how do you propose to inform and obtain consent of parents or responsible adults?	
What security measures will you take to prevent unwanted or unsuitable individuals from contributing or becoming 'friends' of the site?	

Approval

(Approval from relevant people must be obtained before the site can be created. The relevant managers must read this form and complete the information below before final approval can be given by the principal)

Safeguarding Officer I approve the aims and content of the proposed site	Name	
	Signature	
	Date	
ICT Manager I approve the aims and content of the proposed site and the use of school brand and logo	Name	
	Signature	
	Date	
Principal	Name	
	Signature	
	Date	

Record of Issues Versions				
Author	Approved Date	Committee	Version	Status

Appendix 2: Social Media Record Sheet

Provide a summary overview of academy social media presence and live/closed sites

Social Media Record Sheet			
Site Name/Purpose	Approved Date	Author	Current Status
e.g. PE Facebook Page	dd/mm/yyyy	Head of PE plus name	Open