

# **AYCLIFFE DRIVE PRIMARY SCHOOL**



## **Social Media Policy**

**The Professional Associations/Trade Unions have been consulted on this policy, and HfL recommends it for adoption**

### **Strategy Committee**

**Updated March 2022  
To be reviewed 2025**

**Staff Responsible  
Mrs R M H Green**

**Head Teacher**

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## **1 Introduction**

The aims of this policy are to:

- enable appropriate use of social networking sites in a safe and secure manner.
- safeguard employees in their use of social networking sites and ensure they do not make themselves vulnerable
- minimise the risks to the school through use of social media.

For the purposes of this policy, social media is any online platform or app that allows parties to communicate with each other or to share data in a public forum. This includes social forums such as Twitter, Facebook and LinkedIn. Social media also covers blogs, image-sharing and video websites such as YouTube.

Employees should be aware there are many more examples of social media than can be listed here and this is a constantly changing area. Employees should follow these guidelines in relation to any social media that they use.

This policy applies to use of social media for business purposes as well as personal use that may affect the school in any way. It covers all employees, consultants, volunteers and agency workers.

This policy does not form part of any employee's contract of employment and it may be amended at any time. The school may also vary this policy as appropriate in any case.

## **2 Personal use of social media**

Employees must limit their personal use of social media on their own equipment to rest breaks such as lunch or break times. The use of personal devices must be discreet and not in the presence of pupils. Personal use may not interfere with employment responsibilities or productivity and comply with this policy.]

## **3 Prohibited use**

Employees must not abuse their position of trust with pupils including, but not limited to:

- Accepting any current pupils, or former pupil under the age of 18, as friends, or requesting such friendships
- Communicating personally with pupils
- Posting photographs of pupils on sites not owned by the school
- Commenting about or naming pupils.

Employees must avoid making any social media communications that could damage the school's interests or reputation, even indirectly.

Employees must not use social media to:

- defame or disparage the school, its employees or any third party
- harass, bully or unlawfully discriminate against staff or third parties
- make false or misleading statements
- impersonate colleagues or third parties.

The employee must not express opinions on the schools behalf via social media, unless expressly authorised to do so and through the appropriate approved social media channels.

The employee must not post comments about sensitive school-related topics, such as the schools performance, internal disputes involving pupils, parents or employees or do anything to jeopardise the schools confidential information particularly with regards to pupils and other employees. The employee must not include the school's logo or other trademarks in any social media posting, unless expressly authorised to do so.

Employees should never provide professional references on behalf of the school for other individuals without the express authority of the Headteacher including on social or professional networking sites. 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.

Social media should never be used in a way that breaches any other School policies. If an **internet post would breach any policy/ procedure in another forum, it will also breach** them in an online forum.

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

If an employee is contacted for comments about the school for publication anywhere, including in any social media outlet, the enquiry should be directed to the Line Manager/Headteacher and the employee should not respond without written approval.

#### **5 Guidelines for responsible use of social media**

The employee should make it clear in social media postings that the employee is speaking on the employee's own behalf.

Employees should be respectful to others when making any statement on social media and be aware that the employee is personally responsible for all communications which will be published on the internet for anyone to see. Employees should ensure that they use privacy and access settings whilst being aware that they cannot control the use of their postings by others.

The employee should also ensure any content they post on social media are consistent with the professional image the employee presents to colleagues, pupils and parents.

If the employee is uncertain or concerned about the appropriateness of any statement or posting, they are advised to refrain from posting it until they have discussed it with their manager.

If the employee becomes aware of social media content that disparages or reflects poorly on the school, the employee should contact their Line Manager or the Headteacher.

#### **6 Monitoring**

The school reserves the right to monitor, intercept and review, without further notice, employee activities using school IT resources and communications systems, including but not limited to social media postings and activities, to ensure that school rules are being complied with and for legitimate school purposes.

For further information, please refer to the eSafety and data security policy.

## **7 Breach of this policy**

Breach of this policy may result in disciplinary action up to and including dismissal.

The employee may be required to remove any social media content that the school consider to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.

The school considers that valid reasons for checking an employee's internet usage include suspicions that the employee has:

- been using social media when they should be working
- acted in a way that is in breach of the rules set out in this policy.