

Social Media Policy

Policy Control Table			
Policy Title:	Social Media Policy		
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Version	Date	Author	Note of revisions
V1	Dec 2014	TMc	
V2	05/12/2016	CTh	Changes to staffing
V3	13/11/2017	CTh	All changes highlighted in red
V4	17/07/2020	JRI	<p>Point 2 – added (This should be done with full approval of faculty leaders or senior leaders) also added Virtual learning environments.</p> <p>Added – (any sites not provided by the Academy network)</p> <p>Staff should never engage bullet point – added (and never by means other than the Academy network)</p>

Winifred Holtby Academy

Social Media Policy

Achievement Aspiration Respect

Introduction/Rationale:

The widespread availability and use of social media applications bring opportunities to understand, engage, and communicate in new and exciting ways. It is important that we are able to use these technologies and services effectively and flexibly. However, it is also important to ensure that we balance this with our duties to the Academy, the community, our legal responsibilities and our reputation.

For example, our use of social networking applications has implications for our duty to safeguard children, young people and vulnerable adults.

The policy requirements in this document aim to provide this balance to support innovation whilst providing a framework of good practice. They apply to all members of staff at the Academy.

The purpose of the policy is to:

- Safeguard all children
- Protect the Academy from legal risks
- Ensure that the reputation of the Academy, its pupils, staff and governors is protected
- Ensure that any users are able clearly to distinguish where information provided via social media is legitimately representative of the Academy

Definitions and Scope:

Social networking applications include, but are not limited to: Blogs, Online discussion forums, Collaborative spaces, Media sharing services, 'Microblogging' applications, and online gaming environments. Examples include Twitter, Facebook, Windows Live Messenger, YouTube, Flickr, Xbox Live, Blogger, Tumblr, Last.fm, and comment streams on public websites such as newspaper site.

Many of the principles of this policy also apply to other types of online presence such as virtual worlds.

All members of staff should bear in mind that information they share through social networking applications, even if they are on private spaces, are still subject to copyright, data protection and Freedom of Information legislation, the Safeguarding Vulnerable Groups Act 2006 and other legislation. They must also operate in line with the Academies ICT & Acceptable Use and Online Safety Policy.

Within this policy there is a distinction between use of Academy sanctioned social media for professional

educational purposes, and personal use of social media.

Use of Social Media in Practice

1. Personal Use of Social Media

- Academy staff will not invite, accept or engage in communications with parents or children from the Academy community in any personal social media whilst in employment at Winifred Holtby Academy
- Any communication received from children on any personal social media sites must be reported to the designated Safeguarding Officer (Assistant Principal) or the relevant head of house
- If any member of staff is aware of any inappropriate communications involving any child in any social media, these must immediately be reported as above
- Members of the Academy staff are strongly advised to set all privacy settings to the highest possible levels on all personal social media accounts
- All email communication between staff and members of the Academy community on Academy business must be made from an official Academy email account (Outlook and/or Office 365)
- Staff should not use personal email accounts or mobile phones to make contact with members of the Academy community on Academy business, nor should any such contact be accepted, except in circumstances given prior approval by the Principal. In addition, staff must not record images of pupils on any personal devices
- Staff are advised to avoid posts or comments that refer to specific individual matters related to the Academy and members of its community on any social media accounts. Staff may not engage in online discussion of confidential matters relating to any person at, or associated with, the Academy as this would breach the Academy's policies and the Data Protection Act 1998
- Staff are also advised to consider the reputation of the Academy in any posts or comments related to the Academy on any social media accounts. Academy life should be celebrated and not commented on in a negative manner
- Staff should not accept any current pupil of any age or any ex-pupil of the Academy under the age of 18 as a friend, follower, subscriber or similar on any personal social media account. The Academy advises staff to not accept any former pupils over the age of 18
- The Academy does not routinely monitor the personal social media activity of employees but reserves the right to access publicly available information where specific concerns are reported to it, or in any case where general monitoring of online references to the Academy identifies potentially inappropriate behaviour.

2. Academy Sanctioned Use of Social Media

There are many legitimate uses of social media within the curriculum and to support pupil learning. There are also many possibilities for using social media to enhance and develop pupils' learning.

When using social media for educational purposes, the following practices must be observed:

- Staff should set up distinct and dedicated social media sites or accounts for educational purposes. This should be done with full approval of faculty leaders or senior leaders. Virtual learning environments must be entirely separate from any personal social media accounts held by that member of staff, and must be linked to an official Academy email account
- The URL and identity of any sites not provided by the Academy network should be notified to the appropriate Head of Faculty or member of SLT before access is permitted for pupils
- The content of any Academy sanctioned social media site should be solely professional and should reflect well on the Academy
- Staff must not publish photographs of children without the written consent of parents / carers, identify by name any children featured in photographs, or allow personally identifying information to be published on Academy social media accounts
- Care must be taken that any links to external sites from the account are appropriate and safe
- Any inappropriate comments on or abuse of Academy sanctioned social media should immediately be removed and reported to the Safeguarding Officer for further investigation
- Staff should not engage with any direct messaging of pupils through social media where the message is not public, and never by means other than the Academy network.
- All social media accounts created for educational purposes should include a link to the ICT & Acceptable Use and Online Safety Policy on the Academy website. This will indicate that the account is officially sanctioned by Winifred Holtby Academy

The above policy must be read in conjunction with other school policies including;

- The Academy Child protection policy
- ICT Acceptable Use and Online Safety policy
- Data Protection policy