

Staff Social Media Policy

Social media platforms are commonly used in today's society, and it is therefore expected that staff will be using social media platforms. As such, it is essential that the College's reputation and image, as well that of governors, staff and students, are protected.

Social media in this instance refers to all available social media platforms, whether it be through internet or application.

The aims of this policy are to:

- **Encourage** good practice, promoting safe use of social media
- **Support** staff on the meaning of safe communication with stakeholders
- **Safeguard** staff and anyone associated with the school from the negative effects of social networking sites
- **Ensure** the reputation of the College and its staff are protected from the potentially adverse effects of social media usage
- **Identify** the procedures the College will follow where it considers staff have inappropriately or unlawfully used social media to the detriment of the governors, staff, students or College as a whole

The following practice **should** be followed by all College staff in relation to their own private use of social media.

1. Reputation

- Staff use of social media **should be** responsible and ensure that the personal and professional reputations of colleagues and governors are not compromised by inappropriate postings
- The use of the College's name, logo or any other published material **should not** be used within a private context, except with written permission from the Principal. This applies to written documentation or materials posted on the internet
- Staff **should not** post, share, comment on or like any form of communication or image which may damage the College's reputation or bring the College into disrepute, including the making of defamatory or derogatory comments
- Staff **should not** disclose confidential or business-sensitive information; or disclose information or images that could compromise the security of the College or privacy of its staff and governors

2. Safeguarding and Child Protection

- Staff **should be aware of** the potential risk of online fraud and be cautious when giving out personal information about themselves which may compromise their personal safety and security

- Staff **should not** share personal information with students regarding their personal social media, nor other details unnecessary to fulfil their professional duties, unless agreed by the Principal
- Staff **should ensure** all personal social media accounts are set to private and current students are never listed as approved contacts
- Staff **should never** use or access private social media accounts belonging to students

3. Transparency of Communication

- Communication between students and adults **should only** take place within professional boundaries on school approved mediums
- Staff **should ensure** all communications with students or young persons are **transparent** and open to scrutiny