

Social Media Policy

Beecholme School

Objectives

The objectives of this policy are to:

Encourage the responsible, positive and constructive official use of Social Media in support of the school's mission, values, objectives, plans and reputation.

Prevent and avoid damage to the reputation of the school caused by irresponsible, or unauthorised use of Social Media.

Remind employees, Governors and pupils of their personal responsibilities both in and out of school when using Social Media.

Definition of Social Media

"Social media" is the broad term given to describe the latest evolution of internet and web based communication platforms, which enable users to rapidly connect and interact in a variety of different formats. A social media site is a platform that allows user-generated content to emerge through interactions and collaborations in a virtual community. This contrasts with earlier websites and other forms of broadcast media where users are limited to the passive viewing of content. (ACAS)

Scope

This policy covers:

Official use of Social Media on behalf of the School

The responsibilities that Governors, employees and pupils have in their personal use of Social media

Approved use of Social Media on behalf of the school (Official use)

All use of Social Media on behalf of the school (official use) must comply fully with this policy and all other relevant policies of the school and be approved in accordance with this policy. It must also comply with all relevant laws.

Users who have been approved in either of the ways below are referred to as "official users" and their use of social media as official users is called "official use". Only official users may use social media on behalf of the school.

Only the Head Teacher, or in their absence their authorised deputy, may approve the official use of social media by employees. The Head teacher may at any time revoke the official use of social media by any employee.

The Head teacher is an official user unless their use has been revoked or suspended in accordance with this policy.

Only the Chair of Governors may approve or revoke the official use of social media by Governors. (It is not intended that Governors will routinely use Social Media on behalf of the School.) The Chair of Governors, in consultation with the Governing Body may revoke official use by any employee including the Head Teacher.

The school will maintain a written record of all official users together with a secure record of their user ids and logon details. Official users are required to promptly notify the school of their account details used for official use and any updates to them.

The right to act as an official user will be terminated on the cessation of any employment or, for nonemployees the termination of any appointment as a Governor. On termination the official user will surrender all current login details and account information, including passwords and any other tokens or authorisation devices, to the school on termination and will assist the school as reasonably necessary to transfer or cancel the account.

The right to act as an official user is suspended during any period of suspension of an employee and the individual may not act as an official user during this time.

Official users must always follow any rules or guidance issued by the school when they act for the school.

Rules and guidance on how social media should be used by the school may be issued and updated by the leadership team at any time and will be communicated to official users.

Access to Social Media on School premises

School equipment may only be used to access and post to social media by official users or as part of any approved curriculum activities. School equipment must not at any time be used for personal access to social media.

Employees may use any personal devices they own to access social media during any breaks provided this is done responsibly and away from the presence of pupils and ensures that pupils are protected from inappropriate content.

Personal use of Social Media by Governors, Employees and Pupils

While this policy cannot cover independent supporters of the school such as parents and the PTFA they are encouraged to follow its principles.

Governors, employees and pupils must:

Remember that when you use Social Media you are personally responsible and liable for what you post. You must therefore take care to ensure that you always act responsibly and follow the law and the schools policies and standards of conduct whether you are in school or out.

Although the school will not do this as a matter of course, the school reserves the right to monitor and record your use of any Social Media. If you misuse Social Media or post inappropriate or damaging content then you may be subject to disciplinary action including dismissal.

When using social media in a personal capacity (i.e. not as an official user) Governors employees and pupils must always:

Follow any reasonable guidance that we issue including that in this policy;

Make it clear that your views are not those of the school and that you are not posting in any official capacity;

Take care to ensure that any general information you post that relates to the school is accurate and not misleading and promptly correct any errors or inaccuracies in your posts.

Be open about who you are and not post anonymously or under an alias in order to circumvent the requirements of this policy.

You must never:

Disclose any personal information about members of the school community or disclose any information that is confidential to the school, including any information obtained as a result of your employment or position and not yet in the public domain.

Post anything or act in such a way as to bring damage to the school or its reputation.

If you are a Governor or employee you must not:

Knowingly "follow", "friend" or engage in any way on Social Media with any minor who is, or was a pupil at the school unless that pupil is a member of your family, a relation or under your guardianship or you are following the individual solely as a consequence of fulfilling your parental or guardian responsibilities.

We ask and encourage Governors, employees, pupils and parents to report any damaging or negative comment about the school on social media to a member of the leadership team. Reports of any praise or positive comment are also welcome.