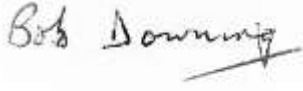




Kirkby High School

Social Media Policy

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| Amending or Replacing previous policy | Yes |
| Date Adopted | 15.1.14 |
| Signature of Chair |  |
| Date of Review | January 2017 |
| Signature of Chair on review if unamended | |
| Date of next review | |
| Signature of Chair on review if unamended | |



KIRKBY HIGH SCHOOL SOCIAL MEDIA POLICY

A.1. Introduction

Kirkby High School recognises that social media is a fast developing area that has the potential to be used to enhance teaching and learning. However as with any new development it is crucial that proper regard is given to the balance between experimenting with new forms of teaching and learning, advancing new forms of communication with students, parents and others, expected professional standards of teachers and above all safeguarding of young people. This policy aims to balance those issues in light of current best practice and the state of technology.

This policy must be read in line with other policies provided by the School, including, but not limited to, the disciplinary and grievance policy, IT policy, safeguarding and all policies relating to discrimination, bullying and harassment.

The protection and welfare of children and young people is the paramount principle in determining how we should act. Accordingly adults should not put themselves, children or young people at risk, should avoid promotion of illegal or harmful activities to children or young people and should demonstrate at all times sensitivity and awareness of the impact of their actions.

You must follow the rules established in this policy in relation to all forms of social media. Failure to comply with this policy could result in disciplinary action which could lead to dismissal depending on the circumstances.

A.2. Definition of Social Media

Social media is a type of interactive online media that allows parties to communicate instantly with each other and allows the sharing of data in a public forum.

Social media covers, but is not limited to, Twitter, Facebook, LinkedIn, YouTube and Flickr.

A.3. Personal use of social media at work

You are not permitted to access social media websites from the School's computers or other electronic devices for personal use at any time.

A.4. Business use of social media

You will be advised by your line manager if you are expected to make use of social media for school purposes and in what forums such use is allowed or not allowed.

If you are unsure about the suitability of a post you wish to make you must discuss it prior to posting with your line manager.

You may contribute to the school's social media activities. You may be requested to provide blogs or articles for publication. Alternatively, if you have something you would like to contribute to the social media controlled by the School please contact your Line Manager.

If you are contacted for comments about the school for publication anywhere, including, but not limited to, social media, educational periodicals or local press, you must discuss your response with your Line Manager to ensure it is appropriate and compatible with the values of the school.

If you have an idea to use social media to benefit teaching and learning or to improve how the school functions then contact the Strategic IT Manager for the Trust or relevant member of Senior Leadership.

A.5. Responsible use of social media

If you are required to use social media for school business use remember that you are representing the school at all times and must therefore ensure the communication has a purpose and is intended to benefit the school.

In both business and personal use of social media you must:

- a) Have regard to the Teacher Standards 2012 including but not limited to demonstrating consistently the positive attitudes, values and behaviour expected of pupils and students and upholding the public trust in the profession and maintaining high levels of ethics and behaviour both in and out of school. For the avoidance of doubt non-teaching staff are also expected to maintain equivalent standards with regard to social media;
- b) Use your common sense before you post anything and think about what you are saying to the world at large.
- c) Ensure that you do not post any disparaging or defamatory statements about:
 - i) Our school
 - ii) Our staff (current or past)
 - iii) Our existing, potential or previous students or parents of students
 - iv) Our suppliers or competitors
 - v) Any person or organisation that has any connection with us
- d) Refrain from posting images or links with inappropriate content
- e) Refrain from breaching confidentiality.
- f) Refrain from revealing any trade secrets or confidential information either relating to us or a third party.
- g) Refrain from any breach of copyright.
- h) Not use social media to bully, harass or discriminate against any party.
- i) Refrain from posting offensive religious or political view points.
- j) Refrain from entering into contractual arrangements purporting to be on behalf of the school without express permission from your line manager.
- k) Refrain from any illegal activity.
- l) Refrain from on line fights, personal attacks or hostile postings.
- m) Refrain from “friending”, “adding”, “following”, “chatting” or otherwise contacting current or recent students without the express knowledge of and permission from your line manager and only when it is specifically for purposes aimed at improving teaching and learning.

The golden rule - ask yourself whether what you are about to post could cause offence to anyone or be thought inappropriate because teachers are held to higher standards than most members of the public. If the answer is yes, or you are not sure, then do not make the post.

A.6. Monitoring

If you are allowed to use the school's computers or other electronic devices for personal use the school reserves the right to monitor such use including use of the internet and personal use of social media. Unauthorised or inappropriate use during working hours will result in disciplinary action.

In the event of misuse being found the School may limit your access rights, in addition to any other sanction that may be appropriate.

A.7. Social media in your personal life

The School recognises that many employees use social media in a personal capacity. Whilst you are not acting on behalf of the School, you must be aware that your actions might damage the reputation of your school, your profession and/or your students.

You are allowed to state that you work for the Rowan Learning Trust and/or school, however, your online profile / username must not contain the name of, nickname of or any abbreviations or logos associated with the Trust or the school.

You must not, under any circumstances, use your school email address in any form of personal social media or on the internet at all in your personal capacity. You must set up your own personal email address.

The School discourages you from discussing your working life via social media, however, if you choose to do so remember the **golden rule**. You must not under any circumstances use social media to discuss the actions of, your views about or the performance of any current or past students.

If you believe that your conduct outside of your working life could impact on your professional life think carefully about your privacy settings, consider friend / follower requests carefully giving consideration to who their friends and followers may be, remove tags on photographs or alternatively refrain from the use of personal social media altogether.

A.8. Disciplinary Action

Any breach of this policy may result in disciplinary action being taken against you. Serious breaches of this policy could constitute gross misconduct and could lead to dismissal without notice depending on the circumstances of a particular case.

The School reserves the right to require you to remove a posting from any social media forum and any failure to comply with this request may constitute an act of gross misconduct for failing to follow a reasonable management instruction.

A.9. Reporting of incidents

If you become aware of any colleague failing to comply with this policy or if you have failed to comply with this policy you must report it to your line manager immediately. If the failure to comply relates to actions by your line manager then you must report it to a member of the senior leadership team at your school.

Line managers should report incidents further using their professional judgment. Where a posting, link or other technical issue requires immediate removal, blocking or other appropriate technical action the IT Technician should be informed immediately.

A.10. Remember the golden rule

Ask yourself whether what you are about to post could cause offence to anyone or be considered inappropriate given your professional role. If the answer is yes, or you are not sure, then do not make the post.