



## Social Media

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| Approved                    | / / |
| To be reviewed              | / / |
| Signed (Chair of Governors) |     |
| Signed (Proprietor)         |     |

## Social Media Policy

Social media (e.g. Facebook, Twitter, Instagram) is a broad term for any kind of online platform which enables people to directly interact with each other.

Little Kinvaston School recognises the numerous benefits and opportunities that a social media presence offers. Staff, parents/carers and students are actively encouraged to find creative ways to use social media. However, there are some risks associated with social media use, especially around the issues of safeguarding, bullying and personal reputation.

This policy aims to encourage the safe use of social media by LKS, its staff, parents, carers and children.

## **Data Protection**

When implementing this Social Media Policy, LKS has taken into consideration the lawful basis for processing personal data as outlined in Article 6 1 (a) to (f) and the principles underpinning data protection law as outlined in Article 5 1 (a) to (f) outline of the Data Protection Act 2018.

*For all new processing requirements, where the processing of personal data is being undertaken, you should complete a Data Protection Impact Assessment and submit this to your Data Protection Officer for consideration in advance of the processing being undertaken.*

## Scope

This policy is subject to the LKS's codes of conduct and acceptable use agreements.

This policy:

- Applies to all staff and to all online communications which directly or indirectly, represent LKS
- Applies to such online communications posted at any time and from anywhere
- Encourages the safe and responsible use of social media through training and education
- Defines the monitoring of public social media activity pertaining to LKS

The school respects privacy and understands that staff and students may use social media forums in their private lives. However, personal communications likely to have a negative impact on professional standards and/or the school's reputation are within the scope of this policy.

**Professional communications** are those made through official channels, posted on a school account or using the school name. All professional communications are within the scope of this policy.

**Personal communications** are those made via personal social media accounts. In all cases, where a personal account is used which associates itself with, or impacts on, the school, it must be made clear that the member of staff is not communicating on behalf of the school with an appropriate disclaimer. Such personal communications are within the scope of this policy. Personal communications which do not refer to or impact upon the school are outside the scope of this policy.

### **Professional communications**

#### **Digital communications with stakeholders/students via an official school social media account.**

Authorised members of staff may use social media to share information, via a school social media account for information, celebration and teaching and learning purposes i.e. using social media within a teaching and learning context with students.

Consideration is always given to the appropriateness of this means of communication or teaching and learning activity before the SLT give permission for any school account to be created.

### **Organisational control**

#### *Roles & Responsibilities:*

##### **SLT will**

- Facilitate training and guidance on Social Media use
- Develop and implement the Social Media policy, including regular reviews of the policy content and purpose of the school social media sites
- Take a lead role in investigating any reported incidents
- Make an initial assessment when an incident is reported and involve appropriate staff and external agencies as required
- Receive completed applications for official school social media accounts
- Approve account creation, giving due consideration to the purpose/audience and associated account settings/response and forwarding functionality

##### **Administrator/Moderator will**

- Create the account following SLT approval with agreed account settings
- Name the account using an agreed convention
- Store account details, including passwords securely
- Be involved in monitoring and contributing to the account

- Control the process for managing and hand over of an account, after the lead staff member/s have left the organisation (closing or transferring)

#### **Staff will**

- Know the contents of and ensure that any use of social media, is by an authorised staff member and is carried out in line with this and other relevant policies
- Attend appropriate training including regular updates
- Regularly monitor, update and manage content they have posted via school accounts
- Add an appropriate disclaimer to personal accounts when naming the school

#### **Process for creating new school social media accounts**

The 'school community' will always consider if a social media account will have a positive impact upon the school stakeholders and the wider community. Any member of staff wishing to create such an account must present a business case to the Leadership Team (SLT), which covers the following points:-

The aim of the account

The intended audience

How the account will be promoted

Identifying who will administer the account (at least two staff members should be named)

Specify if the account will be open or private/closed and the reason for the 'suggested' privacy setting

Following consideration by the SLT an application will be approved or rejected.

SLT will ensure that anyone running/administering a social media account on behalf of the school, has read and understood this policy and received appropriate training. This also applies to anyone who is not directly employed by the school, including volunteers or parents.

#### **Monitoring**

**School accounts are monitored regularly and frequently.** Any comments, queries or complaints made through those accounts must be responded to within 24 hours (or on the next working day if received at a weekend), even if the response is only to acknowledge receipt. Regular monitoring and intervention is essential in case a situation arises where bullying or any other inappropriate behaviour arises on a school social media account.

## **Behaviour**

- The school requires that all users using social media adhere to the standard of behaviour as set out in this policy and other relevant policies.
- Digital communications by staff must be professional and respectful at all times and in accordance with this policy. Staff will not use social media to infringe on the rights and privacy of others or make ill-considered comments or judgments about other staff or members of the school community. School social media accounts must not be used for personal gain. Staff must ensure that confidentiality is maintained on social media even after they leave the employment of the school.
- Users must declare who they are in social media posts or accounts. Anonymous posts are not permitted in relation to school activity.
- If a journalist makes contact about posts made using social media, staff must follow the school media policy before responding.
- Unacceptable conduct, (e.g. defamatory, discriminatory, offensive, harassing content or a breach of data protection, confidentiality, copyright) will be considered extremely seriously by the school and will be reported as soon as possible to a relevant senior member of staff, and escalated where appropriate.
- The use of social media by staff while at work may be monitored, in line with school Acceptable Use Policy and other relevant policies.
- The school will take appropriate action in the event of breaches of the social media policy. Where conduct is found to be unacceptable, the school will deal with the matter internally. Where conduct is considered illegal, the school will report the matter to the police and other relevant external agencies, and may take action according to the disciplinary policy.

## **Use of images and video**

Little Kinvaston School takes great care when posting images and videos of people, especially students and vulnerable adults. Permission to use any photos or video recordings is sought in line with DSPP's (Dudley Safeguarding People Partnership), use of images permission guidance and associated consent forms. Under no circumstances will staff share or upload student pictures online, other than via school owned social media accounts.

Personal details of students and vulnerable adults, which could make them identifiable/targeted (including name and address) are not posted. After the images are posted, we monitor any comments and activity to limit, as far as possible, any potential for misuse or abuse.

Where images are used on social media platforms, LKS considers the following good practice in order to minimise the risk of unsolicited attention:

- Consideration is given to the camera angle: images taken over the shoulder or from behind are less identifiable
- Using group shots not individual shots
- Keeping information to an absolute minimum in order to minimise the risk of grooming and other safeguarding risks
- Consideration to the clothing of the students in images eg avoid swimming costume shots and review sporting activity clothing.
- Social media account settings needing an administrator to approve followers or posts

### **Legal considerations**

- Users of the school official social media accounts, should consider the copyright of the content they are sharing and, where necessary, should seek permission from the copyright holder before sharing
- Users of the school official social media accounts, must ensure that their use of social media does not infringe upon relevant data protection laws, or breach confidentiality

### **Handling abuse**

- When acting on behalf of the school, we handle offensive comments swiftly and with sensitivity
- If a conversation turns and becomes offensive or unacceptable, authorised school users will block, report or delete other users or their comments/posts; we will inform the audience exactly why the action was taken
- If a known individual or someone else is subject to abuse by colleagues through use of a social networking site, then this action will be reported using the agreed school protocols

### **Tone**

The tone of content published on social media will be appropriate to the audience, whilst retaining appropriate levels of professional standards. Key consideration is given to content that is:

- Engaging
- Conversational
- Informative

## **Personal communications**

### **Digital communications for personal use on personal social media accounts**

#### **Staff:**

- Personal communications are those made via a personal social media accounts. In all cases, where a personal account is used which associates itself with the school or impacts on the school, it must be made clear that the member of staff is not communicating on behalf of the school with an appropriate disclaimer. Such personal communications are within the scope of this policy.
- Personal communications which do not refer to or impact upon the school are outside the scope of this policy.
- The school permits reasonable and appropriate access to private social media sites. However, where excessive use is suspected, and considered to be interfering with relevant duties, disciplinary action may be taken

#### **Students:**

- Staff are not permitted to follow or engage with current or prior students of the school on any personal social media network account.
- The school's education programme encourages students to be safe and responsible users of social media.
- Students are encouraged to comment or post appropriately about the school. Any offensive or inappropriate comments will be resolved by the use of the school's behaviour policy

#### **Parents/Carers:**

- If parents/carers have access to a school learning platform where posting or commenting is enabled, parents/carers will be informed about acceptable use.
- The school has an active parent/carer education programme which supports the safe and positive use of social media. This includes information on the website.
- Parents/Carers are encouraged to comment or post appropriately about the school. In the event of any offensive or inappropriate comments being made, the school will ask the parent/carer to remove the post and invite them to discuss the issues in person. If necessary, refer parents to the school's complaints procedures.

## **Monitoring posts about the school**

As part of active social media engagement, the school pro-actively monitors the Internet for public postings about the school.

The school will effectively respond to social media comments made by others accordingly.

## Appendix

Advice for staff on managing their **personal** use of Social Media on their **personal** accounts:

- “Nothing” on social media is truly private
- Social media can blur the lines between your professional and private life. Don’t use the school logo and/or branding on personal accounts
- Check your settings regularly and test your privacy
- Keep an eye on your digital footprint
- Keep your personal information private
- Regularly review your connections – keep them to those you want to be connected to
- When posting online consider; Scale, Audience and Permanency of what you post
- If you want to criticise, do it politely.
- Take control of your images – do you want to be tagged in an image? What would students or parents say about you if they could see your images?
- Know how to report a problem

### **Managing school social media accounts**

#### **Good Practice:**

- Check with a senior leader before publishing content that may have controversial implications for the school. If in doubt, check.
- Use a disclaimer when expressing personal views
- Make it clear who is posting content
- Use an appropriate and professional tone
- Be respectful to all parties
- Ensure you have permission to ‘share’ other peoples’ materials and acknowledge the author
- Express opinions but do so in a balanced and measured manner
- Think before responding to comments and, when in doubt, get a second opinion
- Seek advice and report any mistakes using the school’s reporting process
- Consider turning off tagging people in images where possible

#### **Risky Practice:**

- Don’t make comments, post content or link to materials that will bring the school into disrepute
- Don’t publish confidential or commercially sensitive material
- Don’t breach copyright, data protection or other relevant legislation

- Consider the appropriateness of content for any audience of school accounts, and don't link to, embed or add potentially inappropriate content
- Don't post derogatory, defamatory, offensive, harassing or discriminatory content

Little Kinvaston School's Social Media Policy will be reviewed on an annual basis in accordance with the procedures for reviewing LKS policies.