March 2018

SOCIAL MEDIA POLICY

The
NEW BEACON

Social Media Policy for Staff, Pupils, Parents and the wider school community
Introduction

The internet provides a range of social media tools that allow users to connect with others; via platforms such as *Facebook, Twitter, Instagram* and maintaining pages on internet encyclopaedias such as *Wikipedia*.

While recognising that there are benefits in embracing digital connectivity, this policy sets out the principles that pupils, staff and the wider school community are expected to follow when using all social media platforms.

It is crucial that all stakeholders in the New Beacon, including pupils, parents, staff and the public at large have confidence in the school. The principles set out in this policy are designed to ensure that the use of social media is responsibly undertaken and that confidentiality of pupils and staff and the reputation of the school are safeguarded.

It is important to stress that everyone in the school community must be conscious at all times of the need to keep their personal and professional lives separate.

Scope

This policy applies to the New Beacon community which encompasses pupils, staff, parents and the wider school community.

Under no circumstances may any elements of the New Beacon brand including logos, crests, typefaces or other parts of the brand be used or published on any personal web space or on any online or offline medium without prior consent of the Head of Marketing. These are the intellectual property of The New Beacon.

This policy covers personal use of social media as well as the use of social media for official school purposes, including sites hosted and maintained on behalf of the school.

This policy applies to personal web space on social media platforms including (but not limited to) *Facebook*, *MySpace, Instagram, SnapChat*, blogs, microblogs such as *Twitter*, chatrooms, forums, podcasts, open access online encyclopaedias such as *Wikipedia,* and content sharing sites such as *flickr,YouTube, Vimeo and Soundcloud*.

The pace of technological change is so fast that it is impossible to cover all circumstances or emerging media – the principles set out in this policy must be followed irrespective of the medium.

Principles – Be respectful and responsible

- It is imperative for all users to keep their personal and professional/school lives separate. They should not put themselves in a position where there could be a conflict between the school and their personal interests;

- Nobody should take part in activities using a social media platform which might bring the New Beacon into disrepute;
- Nobody should represent their personal views as those of the New Beacon on any social media platform;

- There should be no discussion of personal information regarding other pupils, the New Beacon staff and the wider community they interact with on any social media;
- No user should use social media and the internet in any way to attack, insult, abuse or defame pupils, their family members, colleagues, other professionals, other organisations or the New Beacon.

Personal use of Social Media

Pupils, parents, staff and members of the wider school community should not identify themselves as members of the New Beacon community in their personal web-space. This is to prevent information being linked with the school and to safeguard the privacy of staff members, pupils and parents and the wider school community.

No member of staff should have contact with any current pupils through any personal social medium, whether from the New Beacon or any other school, other than those mediums approved by the Senior Leadership Team, unless the staff concerned are family members.

Communication between pupils and members of the wider school community should only be through official school channels which have been created for this purpose.

Personal information that pupils and members of the wider community have access to as part of their involvement with the New Beacon, should not be discussed on their personal web space.

Photographs, videos or any other types of image of pupils and their families or images depicting staff members, clothing with school logos or images identifying school premises should not be published on personal or public web space without prior permission from the Head of Marketing.

School email addresses should not be used for setting up personal social media accounts or to communicate through such media.

Staff, pupils, parents and the wider school community should not edit open access online encyclopaedias such as *Wikipedia* in a personal capacity. The source of the correction will be recorded and The New Beacon reserves the right to amend these details for their sole purpose.

Images, videos or sound recordings from school events may only be posted on public social media platforms by the Head of Marketing or Senior Leadership Team. Their use must be in accordance with the GDPR (The EU's General Data Protection Regulations) which come into force from 25 May 2018.

It is understood that some sites may be used for professional purposes to highlight a personal profile with summarised details, e.g. Linkedin. Care needs to be taken to maintain an up to date profile and a high level of presentation on such sites if the New Beacon is listed.

Staff who run blogging/microblogging sites which have a professional and/or educational status are advised to seek prior approval, as well as guidance and advice, from the Head of Marketing regarding prudence and endorsement of views if there is any link referencing the New Beacon.

Using Social Media - The New Beacon

The Head of Marketing has full responsibility for running the school's official website, Facebook, Flickr, Twitter, Vimeo and Soundcloud platforms. No other social media platforms may be set up by any member of the whole school community which have a direct or indirect connection with the New Beacon.

Whilst pupils and the wider school community are encouraged to interact with these social media sites they should do so with responsibility and respect.

Monitoring of Internet Use

The New Beacon monitors usage of its internet, online content, online services and email services without prior notification or authorisation from users.

Users of The New Beacon email and internet services should have no expectation of privacy in anything they create, store, send or receive using the school's ICT system.

Breaches of this Policy

Any breach of this policy that leads to a breach of confidentiality, defamation or damage to the reputation of the New Beacon or any illegal acts or acts that render the New Beacon liable to third parties may result in legal action, disciplinary action or sanctions in line with the published school policies for staff and pupils.

Guidelines for safe Social Media usage can be found on the following websites:

For more advice on using social networking sites safely, visit the ThinkuKnow site.

http://www.staysafeonline.org/stay-safe-online/protect-your-personal-information/social-networks

http://www.childline.org.uk/explore/onlinesafety/pages/socialnetworking.aspx

http://www.getsafeonline.org/social-networking/social-networking-sites/#.Uq7_0lPs084

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Responsibility Director of Marketing