



Social Media Policy for Staff

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SECTION 1 INTRODUCTION

The Governing Body of Dobcroft Junior School adopted this policy for teaching and support staff on 16.5.17.

It will be reviewed every 2 years.

In implementing this policy Dobcroft Junior School sets out the standards of behaviour expected from all employees, volunteers, governors and other third parties in regard to the use of social media.

The widespread availability and use of social media applications bring opportunities to understand, engage and communicate with each other in new ways. It is important that we understand that employees will use these technologies as they are becoming integral to modern life. Indeed, it is important that employees understand these technologies as children and young people are engaging in social media more than any other group in society and it significantly influences their lives.

Alongside these opportunities there are risks attached to the use of social media. Distribution of material cannot be controlled. Once posted to an initial target audience, material can be posted anywhere through the networks of each individual in that audience and beyond.

It is important to ensure that we consider the above in line with our duties in School and as part of the wider Sheffield City Council, as well as our legal responsibilities and our reputation. It is also important that we encourage an understanding that online activity via social media is subject to all of the norms, protocols and regulations that apply to relationships in “real life”.

For example, our use of social media applications has implications for our duty to safeguard children, young people and vulnerable adults.

The policy requirements in this document aim to provide this balance to support individuals’ rights whilst providing a framework of good practice.

- The school will ensure this policy document is communicated and made available to all staff. It will remind employees annually in September (and as part of the induction of new staff) to familiarise themselves with the policy and how to access a copy of the policy.

SECTION 2 PURPOSE

The purpose of this policy is to ensure:

- that employees are aware of expectations of appropriate use of social media applications.
- that the School and the Council is not exposed to legal and governance risks;
- that the reputation of the School and the Council is not adversely affected;
- that safeguarding of children and young people is not threatened by use of social media.

SECTION 3 SCOPE

This policy covers the use of social media applications by School employees, Volunteers, Governors and other third parties (including trainee teachers and contractors). These groups are referred to collectively as ‘School representatives’ for brevity.

The requirements of this policy apply to all uses of social media applications.

‘Social media’ is the term commonly given to websites, online tools and other Information Communication Technologies which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests. This policy will also apply to any new or emerging technologies or systems which may develop in the future.

Social media applications include, but are not limited to:

- Social networking sites such as Facebook or Instagram
- Blogs
- Online discussion forums
- Collaborative areas such as Google documents
- Media sharing services, for example YouTube
- ‘Microblogging’ applications, for example, Twitter.

It is recognised that social networking has the potential to play an important part in many aspects of school life, including teaching and learning, external communications and continuing professional development. This policy therefore encourages the responsible and professional use of the Internet and social media to support educational delivery and professional development. The Internet provides an increasing range of social media tools that allow users to interact with each other. Whilst recognising the important benefits of these media for new opportunities for communication, this policy sets out the principles that school staff, governors and contractors are required to follow when using social media.

It is essential that pupils/students, parents and the public at large have confidence in the school’s decisions and services. The principles set out in this policy are designed to ensure that staff members use social media responsibly so that confidentiality of students and staff members and the reputation of the school are safeguarded. In this context, staff members must be conscious at all times of the need to keep their personal and professional lives

separate.

All School representatives should bear in mind that information they share through social media applications, even if they are on “private” spaces (such as Whatapp messages and groups), are still subject to copyright, data protection and Freedom of Information legislation, the Safeguarding Vulnerable Groups Act 2006 and other legislation. They must also operate in line with the School’s Staff Code of Conduct.

This policy applies to the use of social media for both school and personal purposes, whether during working hours or otherwise. The policy applies regardless of whether the social media is accessed using School facilities and equipment or accessed using equipment belonging to members of staff.

Where staff have concerns about e-safety, these should be raised with the Headteacher or Line managers as soon possible. Advice can also be sought from professional associations and trade unions.

SECTION 4 ENFORCEMENT

Any misuse of social media must be reported promptly to the school or head teacher, whether carried out by pupils, parents/guardians or staff members.

All users must be aware that as soon as a post is made online, it is no longer within the private sphere or in the control of the original poster.

Any Breach of this policy may result in disciplinary action up to and including dismissal. Disciplinary action may be taken regardless of whether the breach is committed outside working hours, and regardless of whether our equipment or facilities are used for the purpose of committing the breach. Any member of staff suspected of breaching this policy will be required to co-operate with an investigation, which may involve accessing of relevant passwords and login details in some circumstances. This would be in accordance with any policies affecting the monitoring of electronic communications and in accordance with an employee's legal rights. If a criminal offence is considered to have been committed, further action may be taken to assist with the prosecution of the offenders.

Judgement as to what specific examples constitute inappropriate use will be made by the Headteacher and Governors of the school on a case by case basis taking into account the circumstances of the case, reasonableness, what risks could reasonably be known at the time the offence took place and consistency.

Examples of cases which have involved disciplinary action or dismissal have involved:

- posting comments on Facebook or Instagram (or other social media) about pupils or their parents which are inappropriate and, in some cases, have divulged personal information.
- commenting about colleagues at work on social media or inappropriate messages sent to them, which could constitute harassment, discrimination, victimisation or bullying.
- posting comments about personal views of issues in the public domain which could lead the school and its community to lose confidence in the employee - for example racist comments
- joining groups which may be deemed to be inappropriate for employees of the school or city council to be members of
- inappropriate relationships with pupils arising from social media

The policy is not intended to restrict all employee activity on social media however school representatives are asked to exercise caution and professional judgement about what they use it for, who they communicate with and the subject matter.

School representatives are advised to make full use of the security settings available within the systems but note that these cannot be guaranteed to provide protection against allegations being made or disciplinary action being taken.

SECTION 5 RELATED DOCUMENTATION

Social media should not be used in a way that breaches any of the school's other policies. This policy refers to and should be read in conjunction with the following documents:

- The School's Staff Code of Conduct
- The Schools Online Safeguarding Policy and staff Acceptable Usage Agreements
- The Schools Disciplinary Procedure
- The Harassment, Discrimination, Victimisation and Bullying Policy
- General Data Protection Regulation Policy (GDPR)

SECTION 6 TERMS OF USE

School representatives must adhere to the following Terms of Use:

Personal use of Social Media

Staff members are strongly encouraged not to identify themselves as staff members of our school in their personal social media platforms. This is to prevent information on these sites from being linked with named School and to safeguard the privacy of staff members. This does not include professional networking sites.

Staff should not have contact through any social medium with any student from the named School or any other school. Staff are advised not to communicate on social media platforms with ex-students except via professional networking sites for professional reasons. Staff should decline 'friend requests' from students they receive in their personal social media accounts.

Information staff members have access to as part of their employment, including personal information about students and their family members, colleagues and other parties must not be discussed on their personal social media platforms.

Photographs, videos or any of images of pupils or students should not be published on personal social media platforms without prior permission of parents/carers and the school. Permission should be gained through existing school procedures.

School email addresses and other official contact details must not be used for setting up personal social media accounts or to communicate through such media unless pre-approved by school leadership.

Caution is advised when inviting work colleagues to be 'friends' in personal social networking sites. Social networking sites blur the line between work and personal lives and it may be difficult to maintain professional relationships.

Staff are strongly advised to ensure that they set up and regularly review the privacy levels of

their personal sites as strictly as they can and to opt out of public listings on social networking sites to protect their own privacy. Staff members should keep their passwords confidential, change them often and be careful what is posted online; it is not safe to reveal home addresses, telephone numbers and other personal information.

Staff should also select carefully their social media profile picture as it is an extension to their professional image online.

Social media should not be used for work related communication. Communication should be through school email or contact details held by the school.

Any misuse or abuse of social media must be reported to the Head Teacher as soon as noticed, especially when concerning a pupil, parent/guardian or employee.

In cases where staff are also parents connected to the school, they are advised to use professional judgment (in reference to child protection and safeguarding policies) when communicating with children or young people also connected to the school community. Staff should only accept new friend requests/communicate (when there is a genuine need) with others linked to the school community.

This relationship should stand up to scrutiny from a professional perspective and should be appropriate. If a concern of safeguarding arises, this should be reported to the designated safeguarding lead in accordance with school policy.

Using social media on behalf of the named school/ Academy Trust.

Authorised staff should only use official social media school sites for communicating with students, to enable students to communicate with one another or for professional school marketing and recruitment.

Staff should not use personal social media accounts for official school business. Staff must at all times act in the best interests of children and young people when creating, participating in or contributing content to social media sites.

On school trips staff **MUST** use a school mobile phone, staff should never give out their personal number to parents, carers or pupils.

Personal devices should ideally not be used to access to school emails or servers unless with prior agreement. If staff do choose to use a personal device (and this is agreed with management) staff should ensure that passwords are **not** automatically saved to improve security.

School based Staff will should be aware of the implications of using personal devices and will be advised that accessing school communications on personal devices is not an expectation or a condition of employment at the school.

Schools to provide access to suitable hardware and software where required.

School/Academy Trust websites

Specific, named administrators will be responsible for maintaining the content of school websites in line with school/Academy Trust Communication Policy. There will be regular communication between the administrator and members of the school leadership to identify what content is appropriate for posting on the school website.

Safeguarding

Responsibilities for safeguarding apply equally to online behaviour as they do to all other behaviour. **Sheffield Safeguarding Children Board policies apply to social media activity and should be understood by all School Representatives.**

School Representatives should carefully consider in each case the appropriateness of soliciting or accepting online relationships with pupils or ex-pupils of the school. In this respect, responsible and appropriate relationships with children should be considered with regard to the school representative's role in school and be consistent with all other relationships with children.

Respect

We expect that school representatives will not post any information online that could bring the School or Council into disrepute. They must respect pupils, colleagues, parents and other school users' rights to fair and equitable treatment. Abusive or hateful content will not be tolerated.

It is unacceptable to make derogatory or defamatory remarks about other employees, pupils or anyone else related to the school.

Confidentiality

All material posted on social media applications should respect data protection and confidentiality regulations, policies or statutes. Personal information of others including colleagues and pupils must not be placed online without the appropriate permissions.

Political or Financial interests

Social media should not be used for any political or financial interests that may contravene other policies such as the Code of Conduct

Illegal, Sexual or Offensive material

It is the opinion of the school that it is incompatible with the role of any School Representative

to post any such material via social media. Therefore sourcing, sending, posting or other involvement in offensive material: sexually explicit, offensive content based on race, sex, disability, age or religion will not be tolerated.

Representation of the School or Council

School Representatives must not post any School or Council information or logos online without the express permission of the Headteacher or other authorised personnel

All school representatives are under a duty of care to avoid a situation arising where they are shown to be acting in conflict with the best interests of the school and should not criticise, damage or act in any ways against the best interests of the school.

Appropriate Online Relationships

It is advisable to follow certain protocols in personal use of social media:

- Avoid mentioning work, your opinions of your colleagues or processes and projects on your own private social media networks
- Consider carefully whether it is appropriate to accept colleagues, parents or other school users as “friends” on your private social networks. It may be advisable to manage your online “friends” in social networks by creating friend groups then restricting access to certain information and photographs by particular groups.

It can be problematic to ban certain relationships online e.g. a parent may also be a relation or a colleague may also be a spouse, but at all times the individual is responsible for ensuring that their online relationships are appropriate to their position in school and, given their choice of online relationships that they ensure the information posted online is appropriate to those relationships.

Communication with Children and Young People

Communication between children and adults should remain professional at all times.

- Do not share any personal information with a child or young person
- Do not request, or respond to any personal information from a child or young person, other than that which is appropriate as part of your professional role
- Ensure that all your communications are transparent and open to scrutiny
- Do not give your personal contact details to children including email, home or mobile telephone numbers etc unless the need to do so is agreed with senior management and parents/carers.
- Do not use social media communication channels to send personal messages to a child or young person.

ClassDojo

Dobcroft Junior School has chosen to use ClassDojo as a platform to connect staff, parents and children, to share positive news and maintain a close working relationship.

Parents and carers are asked to signal their consent in the Acceptable Usage Agreement and are reassured that this is a secure site.

When posting celebratory images of children, staff should ensure that any photos are appropriate. Staff can post pictures within their 'class page' and in some cases, on the 'school story'. Parents have the right to request that school takes down any or all photographs of their child.

When communicating with parents via ClassDojo, staff should always maintain strictly professional relationships and any communication should be strictly associated with the child's schooling. Communication via the instant messaging should be brief and simplistic in terms of quick questions and responses for smaller details and logistical questions. For anything related to a child's overall wellbeing or a situation which needs further investigation or more in-depth communication, staff should divert parents to making more formal communication via email / telephone / meeting.

Raising concerns

Other policies and procedures adopted by the school, such as those covering Whistleblowing, Individual Grievance and Harassment, Discrimination Victimisation and Bullying (HDVB) should be used to raise any concerns about your treatment at work or any other concerns you may have. The use of social media to raise such concerns will be considered inappropriate.

SECTION 7 PERSONAL USE OF SOCIAL MEDIA ON SCHOOL OR COUNCIL EQUIPMENT

We recognise that employees may work long hours and occasionally use social media on personal devices in private areas of the school building. We authorise such occasional use so long as it does not involve unprofessional or inappropriate content and does not interfere with your employment responsibilities or productivity (i.e. usage should not occur during paid working time).

Accessing social media or personal email by means of our computers, networks and other IT resources and communications systems is prohibited. Using social media during paid working time, circulating chain letters or other spam is not permitted. Circulating or posting commercial, personal, religious or political solicitations, or promotion of outside organisations unrelated to the School's or Council's business are also prohibited.

SECTION 8 MONITORING

School Representatives should expect that monitoring of social media shall be in line with the monitoring policies of all other online and information technology based communications.

Social networking standards

Below sets out the standards expected of all staff representatives when using social media

DO

- **Act responsibly at all times.** Even if you do not identify your profession or place of work, please be aware that your conduct online could jeopardise any professional registration and/or your employment
- **Protect your own privacy.** Think about what kind of information you want to share online and who you want to share this with. Adjust your privacy settings accordingly.
- **Remember everything is public.** Even with the highest level of privacy settings, once something is online it can be copied and redistributed and it is easy to lose control of the information. Work on the assumption that everything you post online will be permanent and will be shared with others.
- **Take appropriate action if you are the target of abuse online.** If you are the target of bullying or abuse online you can take action in dealing with this, such as blocking individuals from interacting with you and reporting inappropriate activity.
- **Be considerate to your colleagues.** Pictures or information about colleagues should not be posted on social networking sites unless you have the agreement of the individual concerned. Always remove information about a colleague if they ask you to do so.
- **Respect the privacy of others.** If photographs are taken at an event then check whether those in attendance expect that any photos may appear on a public social networking site before posting. Remember it may not always be an appropriate way to share information whether work related or not.
- **Remember the benefits.** Used responsibly, social media can be accessed to keep up to date with a number of professions and information.

DO NOT

- **Share confidential information online.** In line with the General Data Protection Regulation 2018 employees should not share any child / family identifiable information online or any personal information about colleagues. In addition to this, any confidential information about the school should not be revealed online.
- **Build or pursue relationships with children, parents, families.** Even if the child or parent is no longer within your care, the school does not deem this as appropriate behaviour. If you receive a request from a child or parent then many sites allow you to ignore this request without the individual being informed to avoid any offence. If you are concerned about this in any circumstance, please discuss with your Manager.
- **Use social networking sites to inform professional practice.** There are some circumstances/job roles where this may be appropriate however careful consideration and discussions with management should be applied
- **Discuss work related issues online.** This takes into account conversations about parents, children, colleagues or any thing else which may identify the school online and bring into potential disrepute. Even if you think these conversations have been anonymised they are very likely to be deemed inappropriate.
- **Post pictures of children/young people/ their parents.** Never post pictures of parents or their children online (beyond our chosen platforms, such as ClassDojo) even if they have asked you to do this. Employees should never take pictures of parents or children unless they are relevant and within the boundaries of the digital images policy (within the Online Safeguarding Policy). Permission from the subject and parents of children should always be obtained. **No member of staff is permitted to use their mobile phone in school except in the staffroom (unless directed otherwise by the Head Teacher).**
- **Raise concerns about your work.** Social networking sites should never be used for raising or escalating concerns at work. If you have concerns then these should be raised through either discussing with your line manager or following the relevant procedure for raising concerns at work (e.g. Whistleblowing Policy).
- **Engage in activities online which may bring the Organisation into disrepute.** Think through what activities you take part in whilst online and what you do or say that may bring the school into disrepute. Any reports of this will be reviewed in line with their appropriateness.
- **Be abusive to or bully other colleagues.** Social networking sites should not be used as a forum for abusive behaviour towards colleagues.
- **Post derogatory, defamatory or offensive comments about colleagues, the children / parents / families, your work or school.** Everything posted on a social networking site should be deemed as open to the public and it is therefore unacceptable to use this as a forum for posting inappropriate comments.

- All of the above applies to both open and private sections of any social networking site employees identify themselves with.