

# Social Media Policy



This policy is in line with the Ethos and Values of  
Blackburn Central High School

## Document Control

This policy has been approved for operation within Blackburn Central High School

Date approved	October 2015
Approved by	Finance & Corporate Resources Committee
Date of next review	October 2017
Review period	2 Years
Policy status	Non Statutory
Owner	NCH

# **Social Media Policy**

## **1.0 Aim and Definition of this Policy**

- 1.1 This policy is in addition to, and complements, any existing policies regarding the use of technology, computers, e-mail and the Internet.
- 1.2 By its very nature, social media is fast and responsive, which makes it an excellent tool; however because of this when a mistake is made it can rapidly get out of control.
- 1.3 This policy is aimed at protecting all employees and the reputation of the School, by ensuring that employees are clear about and understand the appropriate use of social media in the workplace.
- 1.4 This policy is not intended to restrict genuine and work related use of what is an important method of communication and engagement. It is aimed at helping to get the most out of the social media tools available, whilst also maintaining a safe and professional environment for both the school and its employees.

## **2.0 Scope**

- 2.1 This policy applies to all employees of BCHS.

## **3.0 Employees' responsibilities when using social media**

- 3.1 For the purpose of this policy social media refers to any on-line web based tool which allows users to communicate with one another, by sharing information, opinions, knowledge and interests on line.
- 3.2 Examples of social media include, but are not limited to, use of apps, blogs, instant messaging, Facebook, Twitter, LinkedIn, YouTube, Instagram, Google+, Skype and Cloud Storage Solution.
- 3.3 As employees of BCHS, when using social media you need to take responsibility for the information that you are putting on line. Even in cases where blogs or web pages have private settings, any information that is posted, uploaded or shared can become public very quickly. It is therefore essential that employees stay within legal limits when using social media, both personally and professionally.

## **4.0 Using Social Media for work purposes**

- 4.1 Employees should be aware that they should not post, upload or share any information on line that is libellous, defamatory or subject to copyright when using the schools social media accounts. If you are unsure about what this includes please speak to your Manager.
- 4.2 Employees should keep personal or private information relating to work, colleagues and business partners confidential at all times. If you are unsure about what this includes please speak to your Manager.

## **5.0 Personal use of Social Media**

- 5.1 Employees must ensure that any personal on line activity does not interfere with their job, their colleagues, and their responsibilities and duties as a school employee.
- 5.2 Once identified as an employee of BCHS, staff should uphold the reputation of the School, and not behave in ways which might compromise its good name,
- 5.3 Whilst BCHS is happy for staff to engage in personal social media, they should not under any circumstances connect with or follow students of the School on social media sites such as Facebook and Twitter, thereby ensuring professional boundaries are maintained at all times.

- 5.4 In no circumstances should staff post anything offensive, sensitive, disrespectful or detrimental to the business of BCHS, its employees, its students, parents/carers, governors, former staff and students, or members of its wider Community.
- 5.5 Employees must be aware that the information that they upload, share or post on social media is public and should not bring the school or its employees into disrepute.
- 5.6 Employees should only access social media for personal use from personal devices at work during their own time e.g. during breaks and lunch time. Managers will monitor the use of personal devices at work in the same way that they would any other activity e.g. personal phone calls, breaks etc. and deal with any excessive use individually.

## **6.0 Ensuring you stay within the Social Media policy**

- 6.1 It is important that your activities and actions are in line with this policy. Breaches of this policy could be seen as bringing the school into disrepute and/or considered to be misuse of school resources and equipment.
- 6.2 Any potential breaches of this policy will need to be investigated and this may include formal investigation in accordance with the schools Disciplinary policy and procedure.
- 6.3 All employees need to be aware that as detailed in section 4 of this policy, if your actions on social media are also considered to be unlawful, you may also be subject to legal and criminal proceedings.

## **7. Policy Review**

This policy will be reviewed in accordance with any changes to statutory legislation and/or guidance and in consultation with the recognised trade unions.