

KINGSDALE FOUNDATION SCHOOL

SOCIAL MEDIA POLICY



Purpose

This policy governs the publication of and commentary on social media by staff and governors of Kingsdale Foundation School. This policy applies to all uses of social media. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary. All uses of social media must follow the same ethical standards that Kingsdale Foundation School staff and governors must otherwise follow.

General Principles

Kingsdale Foundation School staff and governors are subject to this policy to the extent they identify themselves as an employee and/or governor of Kingsdale Foundation School (other than as an incidental mention of place of employment in a personal blog on topics unrelated to Kingsdale Foundation School). Where the school has an official social media channel (School Twitter Feed, School Facebook page), additional guidance will be provided through a specific policy related to use of that media outlet.

Definition of Social Media

For the purposes of this policy, social media means any facility for online publication and commentary, including with limitation blogs, wiki's, social net playing sites such as Facebook, LinkedIn, Twitter, Flickr, Instagram, Tumblr and YouTube (this list is not exhaustive). This policy is in addition to any complements existing or future policies regarding the use of technology, computers, email and the internet.

Rules for use of Social Media for Kingsdale Foundation School Staff and Governors

- No member of staff or school governors should interact with any student in the school on social networking sites.
- No member of staff or school governors should interact with any ex-student in the school on social networking sites who is under the age of 18. This means that no staff or school governors should request access to a students' area on a social networking site. Neither should he/she permit the student access to the staff members' area (e.g. by accepting them as a friend).
- Where family and friends have students in school and there are legitimate family links, please inform the Head in writing. However, it would not be appropriate to network during the working day on school equipment or any personal mobile devices.
 - It is illegal for an adult to network by giving their age and status as a child.
- Do not breach the school's misconduct, equal opportunities or bullying and harassment policies.
- Do not discuss or advise on any matters relating to school, staff, students or parents/carers.
- Never discuss confidential details of any engagement.

- Staff, governors, students and parents/carers should not be cited or obviously referenced. Never identify Kingsdale Foundation School staff or governors without prior consent and never identify a student or parent/carers.

- If you have any evidence of students or adults using social networking sites in the working day, please contact the named child protection person in school.

Protect your own privacy

Privacy settings that might allow others to post information or see information that is personal should be set for limited access. Be mindful of posting information that you would not want the public to see.

Be honest

Do not post on social media sites anonymously, using pseudonyms or false screen names. We believe in transparency and honesty. Use your real name, be clear who you are, and identify that you are an employee and/or governor of Kingsdale Foundation School. Do not say anything that is dishonest, untrue or misleading. If you have a vested interest in something you are discussing, point it out. Social media should not be used for the promotion of personal financial interests, commercial ventures or personal campaigns. Be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details.

Respect copyright laws

It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others; including Kingsdale Foundation School's own copyright brands. You should never quote more than short excerpts of someone else's play and always attribute such play to the original author/source. It is good general practice to link to others' play rather than reproduce it.

Respect your audience, Kingsdale Foundation School staff, governors, students and parent/carers

The public in general, and Kingsdale Foundation School's staff, governors, students, parent/carers reflect a diverse set of customs, values and points of view. Do not say anything contradictory or in conflict with the Kingsdale Foundation School website. Do not be afraid to be yourself but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory – such as politics and religion. Do not publish any content which may result in actions for defamation, discrimination, breaches of copyright, data protection or other claim for damages. This includes, but is not limited to, material of an illegal, sexual or offensive nature that may bring the school into disrepute. Use your best judgement and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of Kingsdale Foundation School. Staff and governors should not identify themselves as a representative of Kingsdale Foundation School.

Protect Kingsdale Foundation School staff, governors, students and parents/carers

Your posts are not the forum in which to discuss Kingsdale Foundation School. Staff and governors should be aware that if their out-of-work activity causes potential embarrassment for Kingsdale

Foundation School or detrimentally effects Kingsdale Foundation School's reputation then Kingsdale Foundation School is entitled to take disciplinary action. Violation of this policy will be considered as gross misconduct and can result in disciplinary action being taken against the staff member and/or governor up to, and including, termination of employment and/or governors post.

Controversial issues

If you see misrepresentations made about Kingsdale Foundation School in the media you may point that out, but do so in co-ordination with the Publicity & Marketing Committee at Kingsdale Foundation School. Always do so with respect and with the facts. If you speak about others make sure what you say is factual and that it does not disparage that party. Avoid arguments - do not try to goad others into inflammatory debates.

Be the first to respond to your own mistakes

If you make an error be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly – better to remove it immediately to lessen the possibility of legal action.

Think about consequences

For example, consider what might happen if an Kingsdale Foundation School employee or governor is in a meeting with an associate and the associate pulls out a print-out of your blog or tweets saying that 'This person at Kingsdale Foundation School said the school sucks'. Using your posts to make derogatory comments about Kingsdale Foundation School, its staff, governors, students or parent/carers is prohibited. Employers may use social media to research prospective employees.

Disclaimers

Many social media users include a prominent disclaimer saying who they work for but that they are not speaking for the employer officially. This is good practice and is encouraged, but do not count on it to avoid trouble – it may not have much legal effect.

Social media tips

The following tips are not mandatory, but will contribute to successful use of social media. The best way to be interesting, stay out of trouble and have fun is to write about what you know. There is a good chance of being embarrassed by a real expert, or of being boring if you write about topics you are not knowledgeable about. Quality matters. Use a spell-checker and if you need advice or guidance speak to the Publicity & Marketing committee for advice. The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed. If in doubt over a post, or if something does not feel right, either let it sit and look at it again before publishing it, or ask someone else to look at it first.

Enforcement

Policy violations will be subject to disciplinary action. This policy is linked to Kingsdale Foundation School's other existing policies, which include (but are not exhaustive):

- Anti-Bullying
- Behaviour
- Child Protection
- Data Protection
- Disciplinary
- Equal Opportunity
- E-Safety

Further information Kingsdale Foundation School will review policies and procedures periodically to reflect changes in legislation, good practice etc. Remember – Social media is your responsibility

Policy originated and approved: October 2016 Next Review October 2017