



Social Media Policy

Head Office

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This policy applies to all School staff regardless of their employment status. It is to be read in conjunction with the School's Electronic Communications Policy. This policy does not form part of the terms and conditions of employee's employment with the School and is not intended to have contractual effect. It does however set out the School's current practices and required standards of conduct and all staff are required to comply with its contents. Breach of the provisions of this policy will be treated as a disciplinary offence which may result in disciplinary action up to and including summary dismissal in accordance with the School's Disciplinary Policy and Procedure.

This policy is to be read in conjunction with the following policies:

Electronic Information and Communications
Monitoring
Security
Code of Conduct
CCTV

This Policy may be amended from time to time and staff will be notified of any changes no later than one month from the date those changes are intended to take effect.

Purpose of this Policy

The School recognises that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics using a wide variety of social media, such as Facebook, Twitter, LinkedIn, Wikipedia, Tinder, Grinder, Snapchat, Instagram, YouTube, together with all other social networking sites and other internet postings, including blogs. However, staff use of social media can pose risks to the school's confidential and proprietary information, its reputation and it can jeopardise our compliance with our legal obligations.

To minimise these risks, avoid loss of productivity and to ensure that our IT resources and communications systems are used only for appropriate work related purposes, all School staff are required to comply with the provisions in this policy.

Who is covered by this policy?

This policy covers all individuals working at all levels and grades within the School, including senior managers, officers, governors, employees, consultants, contractors, trainees, homeworkers, part-time and fixed-term employees, casual and agency staff and volunteers (collectively referred to as **Staff** in this policy).

Third parties who have access to our electronic communication systems and equipment are also required to comply with this policy.

Scope and Purpose of this Policy

This policy deals with the use of all forms of social media including Facebook, Twitter, LinkedIn, Wikipedia, Tinder, Grinder, Snapchat, Instagram, YouTube, together with all other social networking sites and other internet postings, including blogs.

It applies to the use of social media for both work and personal purposes, whether during work hours or otherwise. The policy applies regardless of whether the social media is accessed using our IT facilities and equipment or equipment belonging to members of staff.

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 during working hours, and regardless of whether the School's equipment or facilities are used for the purpose of committing the breach. Any member of staff suspected of committing a breach of this policy will be required to cooperate with our investigation, which may involve handing over relevant passwords and login details.

Staff may be required to remove internet postings which are deemed to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.

Personnel responsible for implementing the policy

The Board of Governors have overall responsibility for the effective operation of this policy, but have delegated day-to-day responsibility for its operation to the Principal.

Responsibility for monitoring and reviewing the operation of this policy and making recommendations for change to minimise risks also lies with the Principal in liaison with the IT Manager.

All senior School Staff have a specific responsibility for operating within the boundaries of this policy, ensuring that all staff understand the standards of behaviour expected of them and taking action when behaviour falls below its requirements.

All School Staff are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media should be reported to the Principal in the first instance. Questions regarding the content or application of this policy should be directed by email to the Principal.

Compliance with related policies and agreements

Social media should never be used in a way that breaches any of our other policies. If an internet post would breach any of our policies in another forum, it will also breach them in an online forum. For example, employees are prohibited from using social media to:

- (a) breach our Electronic information and communications systems policy;
- (b) breach our obligations with respect to the rules of relevant regulatory bodies;
- (c) breach any obligations they may have relating to confidentiality;
- (d) breach our Disciplinary Rules;
- (e) defame or disparage the School, its Staff, its pupils or parents, its affiliates, partners, suppliers, vendors or other stakeholders;
- (f) harass or bully other Staff in any way or breach our Anti-harassment and bullying policy;
- (g) unlawfully discriminate against other Staff or third parties or breach our Equal opportunities policy;

- (h) breach our Data protection policy (for example, never disclose personal information about a colleague online);
- (i) breach any other laws or ethical standards (for example, never use social media in a false or misleading way, such as by claiming to be someone other than yourself or by making misleading statements).

Staff should never provide references for other individuals on social or professional networking sites, as such references, positive and negative, can be attributed to the School and create legal liability for both the author of the reference and the organisation.

Staff who breach any of the above policies will be subject to disciplinary action up to and including termination of employment.

Personal use of social media

Personal use of social media is never permitted during working time or by means of our computers, networks and other IT resources and communications systems.

You should not use a work email address to sign up to any social media and any personal social media page should not make reference to your employment with the School (excluding LinkedIn, where prior permission is sought from Human Resources who will liaise with the Senior Leadership team).

Staff must not take photos or posts from social media that belongs to the School for their own personal use.

DOs

- You are personally responsible for the content you publish on blogs, wikis or any other form of user-generated media. Remember that what you publish will be public for a long time—protect your privacy.
- If you are posting on behalf of ASD, identify yourself—name and, where relevant your role at ASD Learning. When you discuss ASD Learning or any School-related matters and write in the first person, you must make it clear that you are speaking for yourself and not on behalf of ASD Learning.
- If you publish content to any website outside of ASD Learning and it links to the work you carry out with ASD Learning, you must use a disclaimer such as: "The postings on this site are my own and do not represent any view or opinion of ASD Learning, strategies or opinions in this regard."
- Respect copyright, fair use and financial disclosure laws.
- Respect your audience. Avoid ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in ASD Learning's workplace. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory—such as politics and religion.
- Be aware of your association with ASD Learning in online social networks. If you identify yourself as a staff member, ensure your profile and related content is consistent with how you wish to present yourself with colleagues and clients.
- Try to add value. Provide worthwhile information and perspective. ASD Learning's

brand is best represented by its people and what you publish may reflect on ASD Learning's brand.

DON'Ts

- Do not pick fights (be the first to correct your own mistakes), and don't alter previous posts without indicating that you have done so.
- Do not include personal information or data about ASD Learning Ltd.'s employees, clients, customers, contractors, suppliers, former current or prospective pupils or parents without their express consent (an employee may still be liable even if such persons are not expressly named in the websites or blogs as long as the School reasonably believes they are identifiable) – this could constitute a breach of the Data Protection Act 1998 which is a criminal offence.
- Do not make any derogatory, offensive, discriminatory, untrue, negative, critical or defamatory comments about ASD Learning Ltd, its employees, clients, customers, contractors or suppliers (an employee may still be liable even if ASD Learning Ltd, its employees, clients, customers, contractors or suppliers are not expressly named in the websites or blogs as long as ASD Learning Ltd reasonably believes they are identifiable).
- Do not make any comments about ASD Learning Ltd.'s employees, clients, customers, contractors, suppliers, former current or prospective pupils or parents that could constitute unlawful discrimination, harassment or cyber-bullying contrary to the Equality Act 2010 or post any images or video clips that are discriminatory or which may constitute unlawful harassment or cyber-bullying – employees can be personally liable for their actions under the legislation.
- Do not disclose any trade secrets or confidential, proprietary or sensitive information belonging to ASD Learning Ltd, its employees, clients, customers, contractors or suppliers or former current or prospective pupils or parents or any information which could be used by one or more of ASD Learning Ltd.'s competitors, for example information about ASD Learning Ltd.'s work, its products and services, technical developments, deals that it is doing or future business plans and staff morale. Ask permission from the School before publishing or reporting on conversations that are deemed to be private and/or confidential.
- Do not breach copyright or any other proprietary interest belonging to ASD Learning Ltd, for example, using someone else's images or written content without permission or failing to give acknowledgement where permission has been given to reproduce particular work. If you wish to post images, photographs or videos of your work colleagues or clients, customers, contractors or suppliers on your online profile, you should first obtain the other party's express permission to do so.
- Do not cite or reference clients, partners or suppliers without their approval. When you do make a reference, where possible link back to the source.
- Do not publish any details about children that would be in contravention of the child protection section of your license.
- Do not become an internet "friend" of any clients or pupils of the School.

In general, what you do on your own time is your affair. However, activities in or outside of work that affect your job performance, the performance of others, or ASD Learning's business interests are a proper focus for School policy. You must not act or undertake any activity in your own time that may bring the reputation of ASD, your profession or your own professional reputation, into disrepute. In the event that you do commit an act or undertake

an activity which has this effect, this may result in the termination of your employment for gross misconduct.

Only those officially designated by ASD Learning are allowed to speak on behalf of the School.

One of our core values is "trust and personal responsibility in all relationships." As a School, ASD Learning's trusts—and expects—employees to exercise personal responsibility whenever they take part in social media. This includes not violating the trust of those with whom they are engaging, whatever the age.

You must remove any offending content immediately if you are asked to do so by ASD Learning Ltd.

Posting of negative comments about the business on all forms of social media will be viewed as gross misconduct.

You should remember that social media websites are public forums, even if you have set your account privacy settings at a restricted access or "friends only" level, and therefore you should not assume that your postings on any website will remain private.

You should also be security conscious when using social media websites and should take appropriate steps to protect yourselves from identity theft, for example by placing your privacy settings at a high level and restricting the amount of personal information you give out, e.g. date and place of birth. This type of information may form the basis of security questions and/or passwords on other websites, such as online banking.

Should you notice any inaccurate information about ASD Learning Ltd online, you should report this to your Line Manager in the first instance.

Work and business contacts made during the course of employment through social media websites (such as the names and contact details of existing or prospective customers, clients and suppliers) and which are added to personal social and business networking accounts (in particular to LinkedIn), or which are stored on ASD Learning Ltd.'s computer system, amount to confidential information belonging to ASD Learning Ltd and accordingly must be surrendered on termination of employment.

On termination of employment, or once notice to terminate employment has been given, you must, on request, disclose to ASD Learning Ltd. a full list of all work and business contacts that you hold on all devices or on all social and business networking accounts. ASD Learning Ltd may then require you to delete any or all such work and business connections from your devices (including from personal devices) or from your social or business networking account, not keep copies of the same and not reconnect with those connections for a period of six months from termination of employment. ASD Learning Ltd may also require written confirmation from you that these provisions have been complied with.

Monitoring

The contents of our IT resources and communications systems are the School's property. Therefore, staff should have no expectation of privacy in any message, files, data, document, facsimile, telephone conversation, social media post conversation or message, or any other

kind of information or communications transmitted to, received or printed from, or stored or recorded on our electronic information and communications systems.

The School reserves the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including but not limited to social media postings and activities, to ensure that our rules are being complied with and for legitimate business purposes and you consent to such monitoring by your acknowledgement of this policy and your use of such resources and systems. This might include, without limitation, the monitoring, interception, accessing, recording, disclosing, inspecting, reviewing, retrieving and printing of transactions, messages, communications, postings, log-ins, recordings and other uses of the systems as well as keystroke capturing and other network monitoring technologies.

The School may store copies of such data or communications for a period of time after they are created, and may delete such copies from time to time without notice.

All Staff are advised not to use our IT resources and communications systems for any matter that he or she wishes to be kept private or confidential from the School.

For more details on monitoring see the Monitoring policy

Educational or Extra Curricular Use of Social Media

If your duties require you to speak on behalf of the School in a social media environment, you must follow the protocol outlined below.

The Principal may require you to undergo training before you use social media on behalf of the School and impose certain requirements and restrictions with regard to your activities. Likewise, if you are contacted for comments about the School for publication anywhere, including in any social media outlet, you must direct the inquiry to the Principal and must not respond without advanced written approval.

Recruitment

The School may use internet searches, including social media searches, to perform pre-employment checks on candidates in the course of recruitment. Where the School does this, it will act in accordance with its data protection and equal opportunities obligations.

Responsible use of Social Media:

The following sections of the policy provide staff with common-sense guidelines and recommendations for using social media responsibly and safely.

Photographs for use of Social Media:

Any photos for social media posts may only be taken using school cameras/devices or devices that have been approved in advance by the SMT. Where any device is used that does not belong to the School all photos must be deleted immediately from the device, once the photos have been uploaded to a device belonging to the School.

Staff Protocol for use of Social Media:

Where any post is going to be made on the School's own social media the following steps must be taken:

1. Ensure that permission from the child's parent has been sought before information is used on social media (via [Parent/Social Media Agreement]).
2. Ensure that there is no identifying information relating to a child/children in the post - for example any certificates in photos are blank/without names or the child's name cannot be seen on the piece of work.
3. The post must be a positive and relevant post relating to the children, the good work of staff, the School or any achievements.
4. Social Media can also be used to issue updates or reminders to parents/guardians and the SMT will have overall responsibility for this. Should you wish for any reminders to be issued you should contact the SMT or The IT/Human Resources team by creating a ticket on Staffnet to ensure that any post can be issued.
5. The proposed post must be presented to the SMT for confirmation that the post can 'go live' before it is posted on any social media site before approaching the IT/HR dept.
6. The IT/HR will post the information, but all staff have responsibility to ensure that the Social Media Policy has been adhered to.

Protecting our business reputation:

Staff must not post disparaging or defamatory statements about:

- (i) the School;
- (ii) current, past or prospective Staff as defined in this policy
- (iii) current, past or prospective pupils
- (iv) parents, carers or families of (iii)
- (v) the School's suppliers and services providers; and
- (vi) other affiliates and stakeholders.

Staff should also avoid social media communications that might be misconstrued in a way that could damage the School's reputation, even indirectly.

If Staff are using social media they should make it clear in any social media postings that they are speaking on their own behalf. Staff should write in the first person and use a personal rather than School email address when communicating via social media.

Staff are personally responsible for what they communicate in social media. Staff should remember that what they publish might be available to be read by the masses (including the School itself, future employers and social acquaintances) for a long time. Staff should keep this in mind before they post content.

If Staff disclose whether directly or indirectly their affiliation to the School as a member of Staff whether past, current or prospective, they must also state that their views do not represent those of the School.

Staff must ensure that their profile and any content posted are consistent with the professional image they are required to present to colleagues, pupils and parents.

Staff must avoid posting comments about confidential or sensitive School related topics. Even if Staff make it clear that their views on such topics do not represent those of the School, such comments could still damage the School's reputation and incur potential liability. If a member of Staff is uncertain or concerned about the appropriateness of any statement or posting, he or she should refrain from making the communication until he or she has discussed it with his/her Line Manager or Head of Department.

If a member of Staff sees content in social media that disparages or reflects poorly on the School, its Staff, pupils, parents, service providers or stakeholders, he or she is required to report this in the first instance to the Principal without unreasonable delay. All staff are responsible for protecting the School's reputation.

Respecting intellectual property and confidential information:

Staff should not do anything to jeopardise School confidential information and intellectual property through the use of social media.

In addition, Staff should avoid misappropriating or infringing the intellectual property of other School's, organisations, companies and individuals, which can create liability for the School, as well as the individual author.

Staff must not use the School's logos, brand names, slogans or other trademarks, or post any of our confidential or proprietary information without express prior written permission from the Principal.

To protect yourself and the School against liability for copyright infringement, where appropriate, reference sources of particular information you post or upload and cite them accurately. If you have any questions about whether a particular post or upload might violate anyone's copyright or trademark, ask the Principal in the first instance before making the communication.

Respecting colleagues, pupils, parents, clients, service providers and stakeholders

Staff must not post anything that their colleagues, the School's past, current or prospective pupils, parents, service providers or stakeholders may find offensive, including discriminatory comments, insults or obscenity.

Staff must not post anything related to colleagues, the School's past, current or prospective pupils, parents, service providers or stakeholders without their advanced written permission.

Monitoring and review of this policy

The Principal shall be responsible for reviewing this policy from time to time to ensure that it meets legal requirements and reflects best practice. The Board of Governors has responsibility for approving any amendments prior to implementation.

The principal has responsibility for ensuring that any person who may be involved with administration or investigations carried out under this policy receives regular and appropriate training to assist them with these duties.

If Staff have any questions about this policy or suggestions for additions that they would like to be considered on review, they may do so by emailing the Principal.

Parkview Academy is a trading name of ASD Learning Ltd
Pierview Academy is a trading name of ASD Learning Ltd
ALP Leicester is a trading name of ASD Learning (Midlands) Ltd
ALP Nuneaton is a trading name of ALP Schools Ltd