

# The Raleigh School

## Social Media Policy

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### **This policy**

- Applies to all staff and to all online communications which directly or indirectly, represent the school.
- Applies to such online communications posted at any time and from anywhere.
- Encourages the safe and responsible use of social media through training and education.
- Defines the monitoring of public social media activity pertaining to the school.
- The Social Media Policy and its implementation will be reviewed annually.

Social media (e.g. Facebook, Twitter, and LinkedIn) is a broad term for any kind of online platform which enables people to directly interact with each other. However some games, for example Minecraft or World of Warcraft and video sharing platforms such as You Tube have social media elements to them.

The Raleigh School recognises the numerous benefits and opportunities which a social media presence offers. However, there are some risks associated with social media use, especially around the issues of safeguarding, bullying and personal reputation. This policy aims to encourage the safe use of social media by its staff, parents, carers and children at The Raleigh School.

The school respects privacy and understands that staff and pupils may use social media forums in their private lives. However, personal communications likely to have a negative impact on professional standards and/or the school's reputation are within the scope of this policy.

**Professional communications** are those made through official channels, posted on a school account or using the school name. All professional communications are within the scope of this policy.

**Personal communications** are those made via a personal social media accounts. In all cases, where a personal account is used which associates itself with the school or impacts on the school, it must be made clear that the member of staff is not communicating on behalf of the school with an appropriate disclaimer. Such personal communications are within the scope of this policy. Personal communications which do not refer to or impact upon the school are outside the scope of this policy.

## Organisational control

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### **Roles & Responsibilities**

- **Headteacher**
  - Facilitating training and guidance on Social Media use
  - Developing and implementing the Social Media policy
  - Taking a lead role in investigating any reported incidents
  - Making an initial assessment when an incident is reported and involving appropriate staff and external agencies as required
  - Approve account creation and approve all posts prior to going live
- **Staff**
  - Know the contents of and ensure that any use of social media is carried out in line with this and other relevant policies
  - Attending appropriate training

## Process for creating new accounts

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The school community is encouraged to consider if a social media account will help them in their work, e.g. a “Friends of The Raleigh” Facebook account.

The school must consider the following factors before discussing the creation of social media accounts with the Headteacher:

- The aim of the account
- The intended audience
- How the account will be promoted
- If the account be open or private/closed

## Monitoring

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**If the school was to set up any social media accounts, they would be monitored regularly and frequently.** Any comments, queries or complaints made through those accounts must be responded to within 24 hours (or on the next working day if received at a weekend) even if the response is only to acknowledge receipt. Regular monitoring and intervention is essential in case a situation arises where bullying or any other inappropriate behaviour arises on a school social media account.

## Behaviour

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- The school requires that all users using social media adhere to the standard of behaviour as set out in this policy and the school behaviour policy.
- Digital communications, including emails, by staff must be professional and respectful at all times and in accordance with this policy. Staff will not use social media to infringe on the rights and privacy of others or make ill-considered comments or judgments about staff. School social media accounts must not be used for personal gain. Staff must ensure that confidentiality is maintained on social media even after they leave the employment of the school.
- Users must declare who they are in social media posts or accounts. Anonymous posts are discouraged in relation to school activity.
- If a journalist makes contact about posts made using social media staff must follow the school social media policy before responding.

- Unacceptable conduct, (e.g. defamatory, discriminatory, offensive, harassing content or a breach of data protection, confidentiality, copyright) will be considered extremely seriously by the school and will be reported as soon as possible to a relevant senior member of staff, and escalated where appropriate following the GDPR Breach policy.
- The use of social media by staff while at work may be monitored, in line with school policies. The school permits reasonable and appropriate access to private social media sites. However, where excessive use is suspected, and considered to be interfering with relevant duties, disciplinary action may be taken.
- The school will take appropriate action in the event of breaches of the social media policy.

## Legal considerations

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- Users of social media should consider the copyright of the content they are sharing and, where necessary, should seek permission from the copyright holder before sharing.
  - Users must ensure that their use of social media does not infringe upon relevant data protection laws, or breach confidentiality.

## Handling abuse

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- When acting on behalf of the school, handle offensive comments swiftly and with sensitivity.
- If a conversation turns and becomes offensive or unacceptable, school users should block, report or delete other users or their comments/posts and should inform the audience exactly why the action was taken.

- If you feel that you or someone else is subject to abuse by colleagues through use of a social networking site, then this action must be reported to the DSL.

## Use of images

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School use of images can be assumed to be acceptable, providing the following guidelines are strictly adhered to.

- Permission to use any photos or video recordings should be sought in line with the school's photographic permission policy. If anyone, for any reason, asks not to be filmed or photographed then their wishes should be respected.
- Under no circumstances should staff share or upload pupil pictures online, other than via school owned social media accounts, and only of those children with photographic consent from a parent/guardian.
- Staff should exercise their professional judgement about whether an image is appropriate to share on school social media accounts.
- If a member of staff inadvertently takes a compromising picture which could be misconstrued or misused, they must delete it immediately.

## Personal use

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### **Staff**

- o Personal communications are those made via a personal social media accounts. In all cases, where a personal account is used which associates itself with the school or impacts on the school, it must be made clear that

the member of staff is not communicating on behalf of the school with an appropriate disclaimer. Such personal communications are within the scope of this policy.

- Personal communications which do not refer to or impact upon the school are outside the scope of this policy.
  
- **Pupils and parents/carers**
- Staff are not permitted to follow or engage with current or prior pupils of the school on any personal social media network account.
- The school's education programme should enable the pupils to be safe and responsible users of social media.
- Any offensive or inappropriate comments online will be resolved by the use of the school's behaviour policy.

## Monitoring posts about the school

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- As part of active social media engagement, it is considered good practice to proactively monitor the Internet for public postings about the school. This will be monitored by all staff, if and when appropriate.

**This policy will be reviewed on an annual basis.**

**Next review: Spring 2022**