

St Mary's School & College

(part of The Talking Trust)

Social Media Policy Guidance for Users

Last Reviewed: March 2018

Next Review: March 2019



Lead Member of staff	ICT Manager
Introduction	This policy provides best practice guidance for all users, pupils, parents, staff and members of the public, when using social media platforms for St Mary's School & College and St Mary's 19+ (known hereafter as St Mary's).
The Aim of this policy	The aim of the policy is to ensure safe, respectful and appropriate usage of the St Mary's social media platforms.
Procedures and Practices	<p>Monitoring</p> <p>Trust accounts will be monitored as below –</p> <p>During term time – on a daily basis during the week and on the next working day after a weekend or Bank Holiday.</p> <p>During holiday times – on a weekly basis</p> <p>If a situation should arise where bullying or any other inappropriate behaviour occurs on a St Mary's media platform the St Mary's designated administrators will immediately remove the offending comments and consider blocking the user. At St Mary's the designated administrators are Fundraising, ICT manager, ICT Technician and members of the Senior Leadership team.</p> <p>Behaviour</p> <ul style="list-style-type: none"> • Digital communications by all users must be respectful at all times and in accordance with this policy • Users will not use social media to infringe on the rights and privacy of others or make ill-considered comments or judgments about pupils, staff, parents or anyone else connected to St Mary's • St Mary's 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 St Mary's. If an ex member of St Mary's wishes to be part of the St Mary's social media, St Mary's holds the right to block the user from accessing the page if any ill-comments are made • Users must declare who they are in social media posts or accounts as anonymous posts are discouraged • If a journalist makes contacts with a user about posts made using social media it is recommended that they do not respond and refer the matter to St Mary's. • Unacceptable conduct, (e.g. defamatory, discriminatory, offensive, harassing content or a breach of data protection, confidentiality, copyright) will be considered extremely seriously by St Mary's and will be reported as soon as possible to a relevant senior member of staff, and escalated where appropriate • Offensive comments will be dealt with swiftly • If a conversation turns and becomes offensive or unacceptable, St Mary's 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 using the agreed St Mary's protocols.

- Where staff conduct is found to be unacceptable, St Mary's will deal with the matter internally
- St Mary's will take appropriate action in the event of breaches of the social media policy
- Where conduct is considered illegal, St Mary's will report the matter to the police and other relevant external agencies, and may take action according to the disciplinary policy

Use of images

St Mary's 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 St Mary's publicity permissions document.
- 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 student pictures online other than via St Mary's owned social media accounts
- Staff should exercise their professional judgement about whether an image is appropriate to share on St Mary's social media accounts
- Students should be appropriately dressed, not be subject to ridicule and must not be on any St Mary's list of children whose images must not be published
- If a member of staff inadvertently takes a compromising picture which could be misconstrued or misused, they must delete it immediately.

Personal use

Staff

- Personal communications are those made via a personal social media accounts. In all cases, where a personal account is used which associates itself with St Mary's or impacts St Mary's, it must be made clear that the member of staff is not communicating on behalf of St Mary's with an appropriate disclaimer. Such personal communications are within the scope of this policy
- Personal communications which do not refer to or impact upon St Mary's are outside the scope of this policy
- Where excessive personal use of social media in St Mary's is suspected, and considered to be interfering with relevant duties, disciplinary action may be taken
- Accessing personal social network accounts during working hours is not permitted
- Staff official blogs or wikis should be password protected and run from St Mary's website with approval from the Senior Leadership Group
- Members of staff will not run social network spaces for pupils

	<p>use on a personal basis</p> <ul style="list-style-type: none"> The use of web forums should be confined to working purposes and may be monitored <p>Pupil/Students</p> <ul style="list-style-type: none"> Staff are not permitted to follow or engage with current or prior pupils/students of St Mary's on any personal social media network account St Mary's education programme should enable the pupils/students to be safe and responsible users of social media Pupils/students are encouraged to comment or post appropriately about St Mary's. Any offensive or inappropriate comments will be resolved by the use of the St Mary's behaviour policy <p>Parents/Carers</p> <ul style="list-style-type: none"> If parents/carers have access to a St Mary's learning platform where posting or commenting is enabled, parents/carers will be informed about acceptable use St Mary's has an active parent/carer education programme which supports the safe and positive use of social media. This includes information on the website Parents/Carers are encouraged to comment or post appropriately about the St Mary's. In the event of any offensive or inappropriate comments being made, St Mary's will ask the parent/carer to remove the post and invite them to discuss the issues in person. If necessary, refer parents to St Mary's Complaints Procedures
Persons with particular responsibilities	Designated administrators - Fundraising, ICT manager, ICT Technician and members of the Senior Leadership team
Monitoring and Evaluation	Headteacher and Governors
Additional statutory guidance	

This policy is published:

St Mary's website

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