



# Social Media Policy

September 2021

**Governors' Committee Responsible:**  
**Governor Lead:**  
**Nominated Lead Member of Staff:**  
**Status & Review Cycle:**  
**Next Review Date:**

Culture & Safeguarding Committee  
Mrs Kathryn Krynicki  
Mr James Baker  
Statutory Bi-Annual  
September 2023

## **Fullbrook Social Media Policy**

Fullbrook has adopted the template social media policy written by SWGfL for the purposes of managing the school's social media moving forward.

Social media (e.g. Facebook, Twitter, 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.

Fullbrook recognises the numerous benefits and opportunities which a social media presence offers. Staff, parents/carers and students are actively encouraged to find creative ways to use social media. 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 Fullbrook, the staff, parents, carers and students.

### **Scope**

This policy is subject to the school's Codes of Conduct and Acceptable Use Agreements.

This policy:

- Applies to all staff and students, 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

The school respects privacy and understands that staff and students 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 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**

### Roles & Responsibilities

- **SLT**
  - 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.
  - Receive completed applications for Social Media accounts
  - Approve school account creation
- **Administrator / Moderator**
  - Create the account following SLT approval
  - Store account details, including passwords securely
  - Be involved in monitoring and contributing to the account
  - Control the process for managing an account after the lead staff member has left the organisation (closing or transferring)
- **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
  - Regularly monitoring, updating and managing content posted via school accounts
  - Adding an appropriate disclaimer to personal accounts when naming the school

## **Social Media Contributors**

In the interests of security, quality and content control:-

- Only approved members of staff can contribute to social media posts directly
- Other staff members can contribute by emailing content to the Fullbrook Marketing Co-ordinator

## **Social Media Accounts**

Official Fullbrook social media accounts are the only ones to be in use. Staff must not create social accounts in relation to the business of the school.

## **Monitoring**

School accounts must be monitored regularly and frequently. Any queries or complaints made through those accounts are to be responded to within 5 working days (or on the next working day after a holiday) 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**

- The school requires that all users of social media adhere to the standard of behaviour as set out in this policy and other relevant policies
- Digital communications 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, students, or the school. 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 notify the Principal 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
- The use of social media by staff while at work may be monitored, in line with school policies. 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. Where conduct is found to be unacceptable, the school will deal with the matter internally. Where conduct is considered illegal, the school will report the matter to the police and other relevant external agencies, and may take action according to the disciplinary policy

## **Legal considerations**

- 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 are not permitted to use the Fullbrook branding or logos in social media posts unless express permission has been granted, however sharing of posts from Fullbrook official social media accounts is permitted
- Users must ensure that their use of social media does not infringe upon relevant data protection laws, or breach confidentiality.

## **Handling abuse**

- 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, this must be reported to a member of SLT

## **Tone**

The tone of content published on social media should be appropriate to the audience, whilst retaining appropriate levels of professional standards. Key words to consider when composing messages are:

- Engaging
- Conversational
- Informative
- Friendly (on certain platforms, e.g. Facebook)
- Constructed using highest standard of spelling, punctuation and grammar

## **Use of images**

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 digital and video images 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 student pictures online other than via school owned social media accounts
- Staff should exercise their professional judgement about whether an image is appropriate to share on school social media accounts. Students should be appropriately dressed, not be subject to ridicule and must not be on any school list of students 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
- If an image is used, names of students should not be included.
- Where no image of a student is used in a social media post, then the student's first name is acceptable to include in the message.
- Staff must not use a student's last name when posting content unless they have express permission from their parents/guardian (such as news about achievements outside of school for the purposes of sharing via the school newsletter and/or social media)
- Any images used must be royalty free (either owned by the school, have permission for use granted in writing by the owner, or be sourced from the school's approved source for royalty free stock photography). If an image is required then contact the Marketing Co-ordinator for log in details for the approved royalty free image site

### **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 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
  - Where excessive personal use of social media in school is suspected, and considered to be interfering with relevant duties, disciplinary action may be taken
  - The school permits reasonable and appropriate access to private social media sites
  
- **Students**

- Staff must not engage with current students, and are discouraged from following or engaging with prior students of the school on any personal social media network account
- The school's education programme should enable the students to be safe and responsible users of social media
- Students are encouraged to comment or post appropriately about the school. Any offensive or inappropriate comments (including trolling or creating defamatory/salacious accounts which bring the school's reputation into disrepute) will be resolved by the use of the school's conduct policy
- **Parents/Carers**
  - If parents/carers have access to a school learning platform where posting or commenting is enabled, parents/carers will be informed about acceptable use
  - The school 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 school. In the event of any offensive or inappropriate comments being made, the school will ask the parent/carer to remove the post and invite them to discuss the issues in person. If necessary, refer parents to the school's complaints procedures

### **Monitoring posts about the school**

- As part of active social media engagement, it is considered good practice to proactively monitor the Internet for public postings about the school
- The school should effectively respond to social media comments made by others according to the Fullbrook Social Media Comments Process (see end notes)

## **Appendix**

### **Managing your personal use of Social Media:**

- "Nothing" on social media is truly private
- Social media can blur the lines between your professional and private life. Don't use the school logo and/or branding on personal accounts
- Check your settings regularly and test your privacy
- Keep an eye on your digital footprint
- Keep your personal information private

- Regularly review your connections – keep them to those you want to be connected to
- When posting online consider; Scale, Audience and Permanency of what you post
- If you want to criticise, do it politely.
- Take control of your images – do you want to be tagged in an image? What would children or parents say about you if they could see your images?
- Know how to report a problem

## **Managing school social media accounts:**

### **The Do's**

- Check with a senior leader before publishing content that may have controversial implications for the school
- Use a disclaimer when expressing personal views
- Make it clear who is posting content
- Use an appropriate and professional tone
- Be respectful to all parties
- Ensure you have permission to 'share' other peoples' materials and acknowledge the author
- Express opinions but do so in a balanced and measured manner
- Think before responding to comments and, when in doubt, get a second opinion
- Seek advice and report any mistakes using the school's reporting process
- Consider turning off tagging people in images where possible

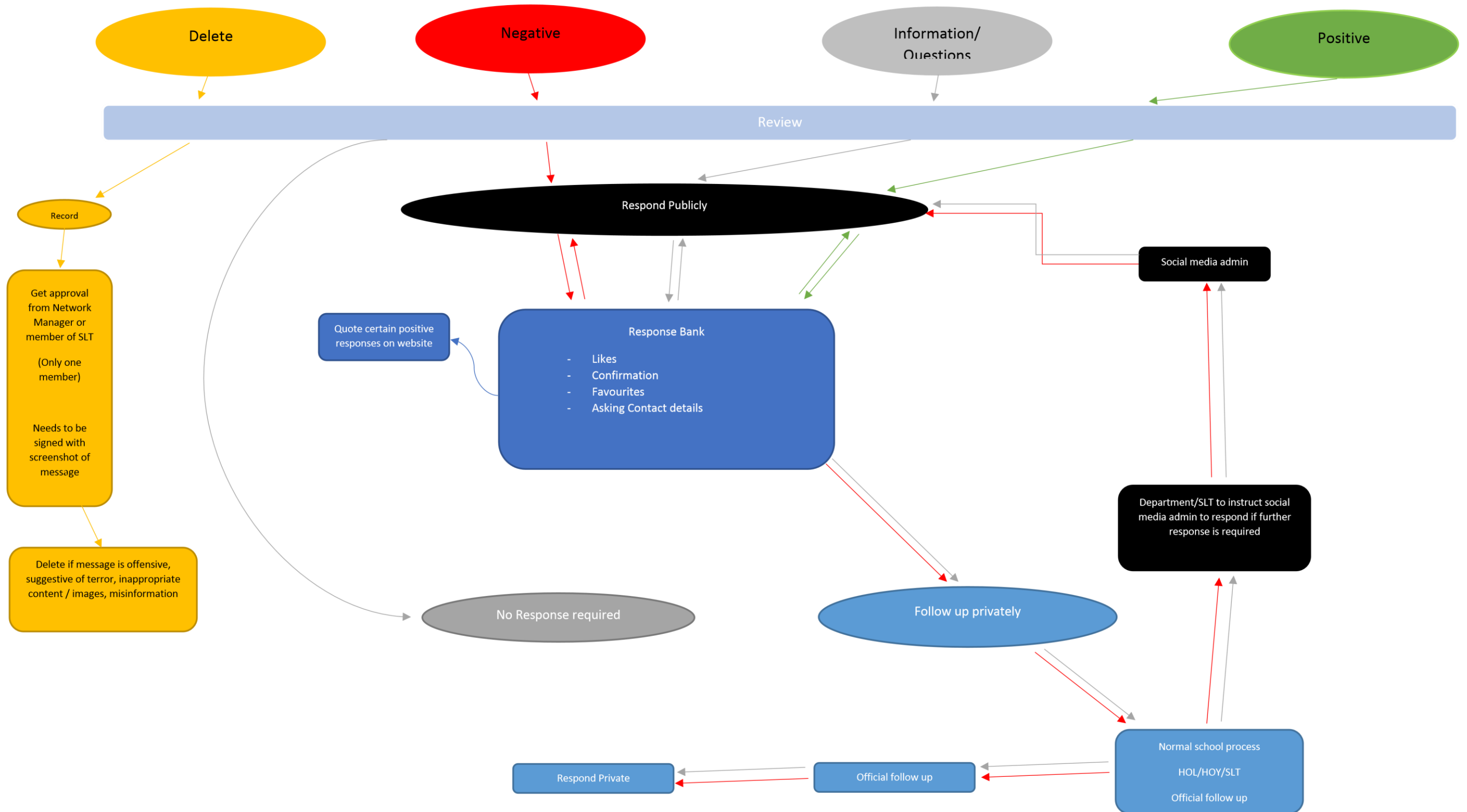
### **The Don'ts**

- Don't make comments, post content or link to materials that will bring the school into disrepute
- Don't publish confidential or commercially sensitive material
- Don't breach copyright, data protection or other relevant legislation
- Consider the appropriateness of content for any audience of school accounts, and don't link to, embed or add potentially inappropriate content
- Don't post derogatory, defamatory, offensive, harassing or discriminatory content
- Don't use social media to air internal grievances

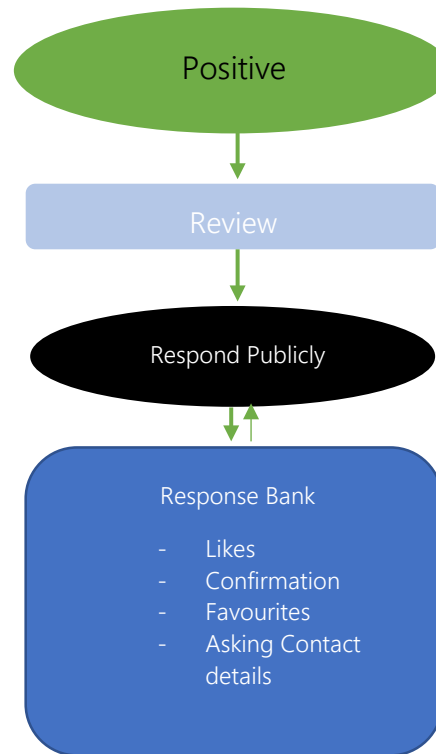




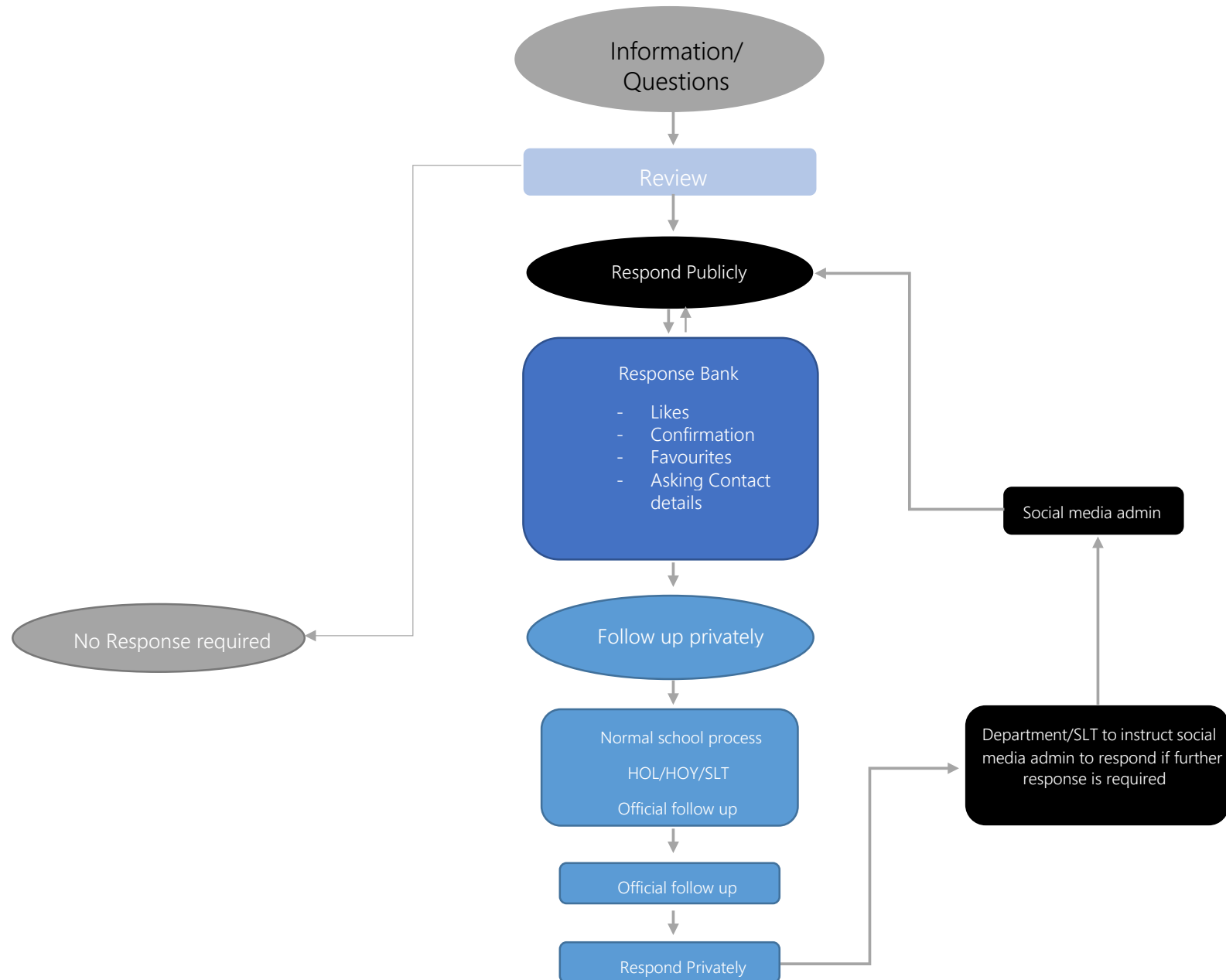
# Comments made directly to Fullbrook social media accounts



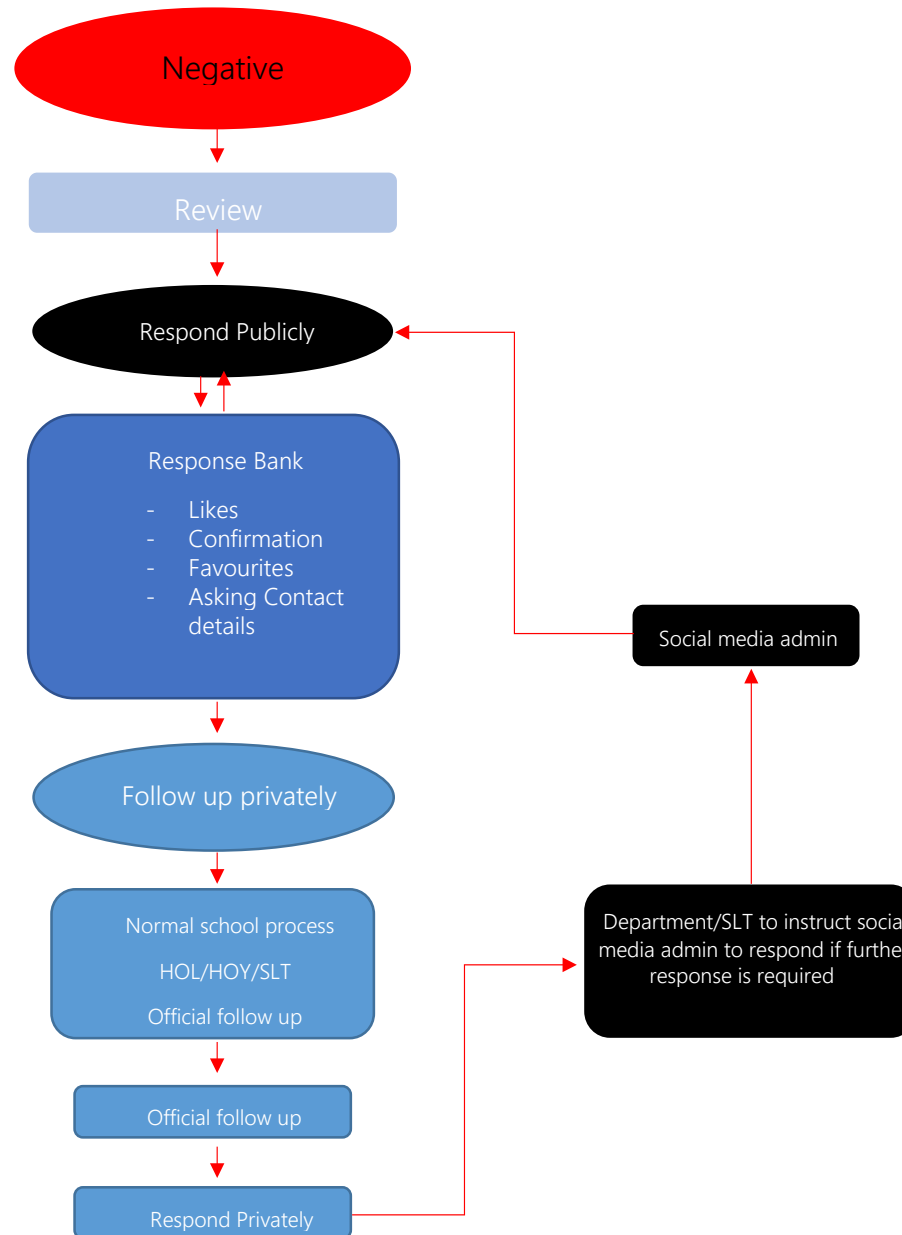
# Comments made directly to Fullbrook social media accounts – Positive



# Comments made directly to Fullbrook social media accounts – Information



# Comments made directly to Fullbrook social media accounts – Negative



# Comments made directly to Fullbrook social media accounts – Deleting posts

