



Social Media Policy

This policy is intended to provide the guidance required for employees to understand how to effectively and professionally use social media at work, and to understand the risk that is associated with this work. This policy also briefly covers the use of social media in employees personal capacity and it is important that employees are aware of the potential consequences that come with the use of social media whilst working in a public environment.

The Enquire Learning Trust is easy to identify and all of us are very passionate about what we do. At the Enquire Learning Trust, we believe in open communication and you are encouraged to tell the world about your work and share your passion. There must however be some guidelines in place to avoid any problems or misunderstanding and as such this policy provides helpful and practical advice for you when operating on the internet.

1. Introduction

1.1 Social media sites have become important marketing tools as they allow users to interact and raise their profile with a wide cross section of other users. Blogging is also an important part of digital communication, and is used by a diverse range of businesses as well as individuals.

1.2 This policy and the procedures in it apply to any content that employees (including Governors) publish on the internet (e.g. their contributions in blogs, message boards, social networking sites or content sharing sites), even if created, updated, modified or contributed to outside of working hours or when using personal IT systems. This extends to both content which published on personal websites, blogs or social networking sites, and content which is published on corporate academy social media accounts.

Responsibilities of Employees

2.1 Any employees wanting to create a work-related social media site must discuss this with their academy Principal and obtain permission.

2.2 This policy covers all types of social media sites, including (but not limited to):

- Social networking sites e.g. Facebook, Instagram, Twitter and LinkedIn
- Blogging and micro-blogging sites
- Video clips and podcasts e.g. YouTube
- Discussion forums

2.3 Employees are personally responsible for the content they publish on social media sites – both personal and trust/academy based.

2.4 Employees should not accept pupils as ‘friends’, unless there is a pre-existing relationship with the pupil (i.e. niece/nephew), and information must not be posted on personal social media accounts that would disclose the identity of pupils.

2.5 Pupils must not be named or discussed on personal social media sites.

2.6 Photographs or videos of pupils can only be posted if the consent form has been received and only posted on academy specific sites. Such photographs or videos should never be posted on personal social media accounts, regardless of whether a consent form has been completed.

2.7 Employees must not post information, including photographs and videos, on social media sites that could bring the academy or the Trust in to disrepute.

Corporate Responsibility

2.8 Employees must not represent their own views/opinions as being those of the academy or Trust.

2.9 Potentially defamatory remarks towards the academy, the Trust, employees, governors, pupils, pupils relatives, partner organisations must not be posted on social media sites.

2.10 Employees must observe the requirements of the Equality Act and the Human Rights Act and must not use any offensive or discriminatory language on social media sites.

2.11 Employees must not divulge any information that is confidential to the academy, Trust or a partner organisation.

2.12 The Trust expects employees at all times to conduct themselves appropriately when posting content on personal social media accounts, blogs or websites and in a manner which is consistent with your contract of employment and with academy policies and procedures.

2.13 It should be noted that individuals can be identified as working for the Trust simply by revealing their name or a visual image of themselves.

2.14 Employees who already have a personal blog or website that identified them as working for the Trust, or if employees have the intention to set up such a site, should notify their line manager.

2.15 The academy/Trust's logo or intellectual property may not be used in connection with any blogging or social networking activity without permission from the Principal.

2.16 If employees think that something on a blog or website could give rise to a conflict of interest and in particular concerns issues of impartiality or confidentiality then this must be notified to the Principal.

2.17 No posts on any site should cause others embarrassment or harm in any way.

2.18 Employees should be mindful when placing information on social media sites that it is potentially visible to a large audience and could identify where they work and whom with thereby increasing the opportunity for false allegations and threats.

2.19 Employees must use appropriate security and privacy settings on social media sites in order to mitigate any potential issues, but should be aware that having restricted settings or profiles does not eliminate this risk entirely.

2.20 Employees should never provide references for other individuals on social or professional networking sites, as such references can be attributed to the Trust and create legal liability for both themselves and for the Trust.

Compliance with related policies and agreements

3.1 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:

- Breach our e-safety and information governance policies and obligations with respect to the rules of relevant regulatory bodies
- Breach any obligations they may have relating to confidentiality
- Breach our disciplinary policies and procedures
- Defame or disparage the academy/Trust or its partners/stakeholders
- Harass or bully other employees in any way or breach or dignity at work policy
- Unlawfully discriminate against other employees or third parties or breach our equalities policy

- Breach our data protection policy
- Breach any other laws or ethical standards.

Monitoring

4.1 The contents of the Trust IT resources and communications systems are the Trust's property. Employees should have no expectation of privacy related to any type of communication made on Trust owned property, including personal communications.

4.2 Employees should be aware that all electronic communications are monitored, including:

- Any message or email
- Files
- Data
- Internet usage
- Documents
- Telephone conversations
- Social media postings.

4.3 We may store copies of such data or communications for a period of time after they are created, and may delete such copies in line with data protection guidelines.

4.4 Do not use our resources and communications systems for any matter that you wish to be kept private or confidential from the organisation.

4.5 Be aware that any personal social media accounts have the potential to be accessed by stakeholders, including relatives of pupils, and ensure therefore that nothing is posted that may cause retaliation, upset, embarrassment or other unintended consequences for the organisation.

Any breach of this policy is likely to result in disciplinary action. A serious breach of this policy may be considered to amount to gross misconduct and therefore warrant summary dismissal.

This policy does not form part of any employees contract of employment and may therefore be amended at any time.