



Social Networking Activities – Staff, Governors, Volunteers Etc.
St Luke and St Philip's Primary School
A Church of England Academy

MISSION STATEMENT

'The family of St Luke and St Philip's will ensure excellence is encouraged, minds are opened, diversity is embraced, respect is expected and talents are nurtured under the umbrella of God's love.'

Introduction

Social networking activities conducted online outside work, such as blogging or tweeting or involvement in social networking sites and posting material, images or comments on sites such as You Tube, Facebook, Instagram, Twitter, can have a negative effect on an organisation's reputation or image. In addition, St Luke and St Philip's has a firm commitment to safeguarding children in all aspects of its work. This policy has been written to set out the key principles and code of conduct that we expect of all members of staff with respect to their responsibilities in connection with the use of social networking sites.

Key Principles

Everyone at St Luke and St Philip's has a responsibility to ensure that they protect the reputation of the school, and to treat colleagues and members of the school with professionalism and respect. By everyone, we mean Staff, Governors, Contractors, PTA Members, Volunteers and all who are linked to the school in a professional way. It is important to protect everyone at our school from allegations and misinterpretations which can arise from the use of social networking sites. Safeguarding children is a key responsibility of all members of staff and it is essential that everyone at St Luke and St Philip's considers this and acts responsibly if they are using social networking sites out of school. Anyone working in the school either as a paid employee or volunteer must not communicate with children via social networking.

This policy relates to social networking outside work. Tweeting, blogging and accessing social networking sites at work using school equipment is not permitted, ***except for updating St Luke and St Philip's website, Twitter & Facebook pages on behalf of school as delegated by SLT.***

Aims

To set out the key principles and code of conduct expected of all members of staff, Governors, contractors, PTA Members and volunteers at St Luke and St Philip's with respect to social networking. To further safeguard and protect children and staff.

Code of Conduct – Social Networking

The following are **not considered acceptable** at St Luke and St Philip's:

- The use of the school's name, logo, or any other published material without written prior permission from the Headteacher. This applies to any published material including the internet or written documentation.
- The posting of any communication or images which links the school to any form of illegal conduct or which may damage the reputation of the school. This includes defamatory comments.
- The disclosure of confidential or business-sensitive information; or the disclosure of information or images that could compromise the security of the school.
- The posting of any images of Employees, Children, Governors or anyone directly connected with the school whilst engaged in school activities.

In addition to the above everyone at St Luke and St Philip's must ensure that they:

- Do not make any derogatory, defamatory, rude, threatening or inappropriate comments about the school, or anyone at or connected with the school.
- Use social networking sites responsibly and ensure that their personal/professional or school's reputations are compromised in any way by inappropriate postings.
- Are aware of the potential of on-line identity fraud and to be cautious when giving out personal information about themselves which may compromise security and/or their personal safety.

Potential and Actual Breaches of the Code of Conduct

In instances where there has been a breach of the above Code of Conduct, the following will apply:

Any breaches of this policy will be fully investigated. Where it is found that there has been a breach of the policy, this may result in action being taken under the Disciplinary Procedure. A breach of this policy will be considered to be a serious disciplinary offence which is also contrary to the school's ethos and principles. The Local Governing Committee (LGC) and the Trust will take appropriate action in order to protect the school's reputation and that of its staff, parents, governors, children and anyone else directly linked to the school.

Policy Date: May 2019

Review date: Summer 2020