



Social Media Policy 2020

EBN Trust

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1 INTRODUCTION

- 1.1 The internet provides a range of social media tools that allow users to interact with one another, for example from rediscovering friends on social networking sites such as *Facebook* to keeping up with other people's lives on *Twitter* and maintaining pages on internet encyclopaedias such as *Wikipedia*.
- 1.2 While recognising the benefits of these media for new opportunities for communication, this policy sets out the principles that EBN Trust staff and contractors are expected to follow when using social media.
- 1.3 It is crucial that pupils, parents and the public at large have confidence in the school's decisions and services. The principles set out in this policy are designed to ensure that staff members use social media responsibly so that confidentiality of pupils and other staff and the reputation of the school are safeguarded.
- 1.4 Staff members must be conscious at all times of the need to keep their personal and professional lives separate.

2 SCOPE

- 2.1 This policy applies to EBN Trust Directors, Local Governing body, all teaching and other staff, whether employed directly by the school, external contractors providing services on behalf of the school, teacher trainees and other trainees, volunteers and other individuals who work for or provide services on behalf of the school. These individuals are collectively referred to as 'staff members' in this policy.
- 2.2 This policy covers personal use of social media as well as the use of social media for official school purposes, including sites hosted and maintained on behalf of the school (see sections 5, 6, 7 and Appendices A and B).
- 2.3 This policy applies to personal webspace such as social networking sites (for example *Facebook*, *Instagram*), blogs, microblogs such as *Twitter*, chatrooms, forums, podcasts, open access online encyclopaedias such as *Wikipedia*, social bookmarking sites such as *del.icio.us* and content sharing sites such as *flickr* and *YouTube*. The internet is a fast moving technology and it is impossible to cover all circumstances or emerging media - the principles set out in this policy must be followed irrespective of the medium.

3 LEGAL FRAMEWORK

- 3.1 EBN Trust is committed to ensuring that all staff members provide confidential services that meet the highest standards. All individuals working on behalf of the school are bound by a legal duty of confidence and other laws to protect the confidential information they have access to during the course of their work. Disclosure of confidential information on social media is likely to be a breach of a number of laws and professional codes of conduct, including:
 - the Human Rights Act 1998
 - Common law duty of confidentiality, and
 - the Data Protection Act 1998.

3.2 Confidential information includes, but is not limited to:

- Person-identifiable information, e.g. pupil and employee records protected by the Data Protection Act 1998
- Information divulged in the expectation of confidentiality
- School business or corporate records containing organisationally or publicly sensitive information
- Any commercially sensitive information such as information relating to commercial proposals or current negotiations, and
- Politically sensitive information.

3.3 Staff members should also be aware that other laws relating to libel, defamation, harassment and copyright may apply to information posted on social media, including:

- Libel Act 1843
- Defamation Acts 1952 and 1996
- Protection from Harassment Act 1997
- Criminal Justice and Public Order Act 1994
- Malicious Communications Act 1998
- Communications Act 2003, and
- Copyright, Designs and Patents Act 1988.

3.4 EBN Trust could be held vicariously responsible for acts of their employees in the course of their employment. For example, staff members who harass co-workers online or who engage in cyberbullying or discrimination on the grounds of race, sex, disability, etc or who defame a third party while at work may render EBN Trust liable to the injured party.

4 RELATED POLICIES

4.1 This policy should be read in conjunction with the following school policies:

- EBN Trust Code of Conduct for Employees
- Acceptable Computer Use and Internet Policy
- ICT User Policy - staff

5 PRINCIPLES – *BE PROFESSIONAL, RESPONSIBLE AND RESPECTFUL*

EBN Academy Staff must

- 5.1 be conscious at all times of the need to keep your personal and professional lives separate. You should not put yourself in a position where there is a conflict between your work for the school and your personal interests.
- 5.2 not engage in activities involving social media which might bring EBN Trust into disrepute.
- 5.3 not represent your personal views as those of EBN Trust on any social medium.
- 5.4 not discuss personal information about pupils, EBN Trust staff and other professionals you interact with as part of your job on social media.
- 5.5 not use social media and the internet in any way to attack, insult, abuse or defame

pupils, their family members, colleagues, other professionals, other organisations, EBN Trust.

- 5.6 be accurate, fair and transparent when creating or altering online sources of information on behalf of EBN Trust.

6 PERSONAL USE OF SOCIAL MEDIA

- 6.1 Staff members must not identify themselves as employees of EBN Trust or service providers for the school in their personal webspace. This is to prevent information on these sites from being linked with the school and to safeguard the privacy of staff members, particularly those involved in providing sensitive frontline services.
- 6.2 Staff members must not have contact through any personal social medium with any pupil, whether from EBN Trust or any other school, unless the pupils are family members.
- 6.2.1 EBN Trust does not expect staff members to discontinue contact with their family members via personal social media once the school starts providing services for them. However, any information staff members obtain in the course of their employment must not be used for personal gain nor be passed on to others who may use it in such a way.
- 6.2.2 Staff members must not have any contact with pupils' family members through personal social media if that contact is likely to constitute a conflict of interest or call into question their objectivity.
- 6.2.3 If staff members wish to communicate with pupils through social media sites or to enable pupils to keep in touch with one another, they can only do so with the approval of the school and through official school sites created according to the requirements specified in section 7 and Appendix A.
- 6.2.4 Staff members must decline 'friend requests' from pupils they receive in their personal social media accounts. Instead, if they receive such requests from pupils who are not family members, they must discuss these in general terms in class.
- 6.2.5 On leaving EBN Trust's service, staff members must not contact EBN Trust pupils by means of personal social media sites. Similarly, staff members must not contact pupils from their former schools by means of personal social media.
- 6.8 Information staff members have access to as part of their employment, including personal information about pupils and their family members, colleagues, and other parties and school corporate information must not be discussed on their personal webspace.
- 6.9 Photographs, videos or any other types of image of pupils and their families or images depicting staff members wearing school clothing must not be published on personal webspace.
- 6.10 School email addresses and other official contact details must not be used for setting up personal social media accounts or to communicate through such media.
- 6.11 Staff members must not edit open access online encyclopaedias such as *Wikipedia* in a personal capacity at work. This is because the source of the correction will be recorded as the employer's IP address and the intervention will, therefore, appear as if it comes from the employer itself.
- 6.12 EBN Trust corporate, service or team logos or brands must not be used or published on personal webspace.
- 6.13 EBN Trust only permits limited personal use of social media while at work access to social media sites for personal reasons is not allowed between 9am and 5pm.

- 6.13 Caution is advised when inviting work colleagues to be 'friends' in personal social networking sites. Social networking sites blur the line between work and personal lives and it may be difficult to maintain professional relationships or it might be just too embarrassing if too much personal information is known in the work place.
- 6.14 Staff members are strongly advised to ensure that they set the privacy levels of their personal sites as strictly as they can and to opt out of public listings on social networking sites to protect their own privacy. Staff members should keep their passwords confidential, change them often and be careful about what is posted online; it is not safe to reveal home addresses, telephone numbers and other personal information. It is a good idea to use a separate email address just for social networking so that any other contact details are not given away.

7 BUSINESS USE OF SOCIAL MEDIA

- 7.1 If your duties require you to speak on behalf of the Academy in a social media environment, you must still seek approval for such communication from the Executive Head Teacher or Head Teacher, who may require you to undergo training before you do so and impose certain requirements and restrictions with regard to your activities.
- 7.2 Likewise, if you are contacted for comments about the Academy for publication anywhere, including in any social media outlet, direct the inquiry to Head Teacher and do not respond without written approval.
- 7.3 The use of social media for business purposes is subject to the remainder of this policy.

8 COMPLIANCE WITH RELATED POLICIES AND AGREEMENTS

- 8.1 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 ICT user policy;
 - breach our obligations with respect to the rules of relevant regulatory bodies
 - breach any obligations they may have relating to confidentiality;
 - breach our Disciplinary Rules;
 - defame or disparage the Academy or its affiliates, governors, students, parents and carers, staff, business partners, suppliers, vendors or other stakeholders;
 - harass or bully other staff in any way or breach our Anti-harassment and bullying policy;
 - unlawfully discriminate against other staff or third parties or breach our Equal opportunities policy;
 - breach our Data Protection Policy (for example, never disclose personal information about a colleague online);
 - breach any other laws or ethical standards (for example, never use social media in a false or misleading way, such as by claiming to be someone other than yourself or by making misleading statements).
- 8.2 Staff should never provide references for other individuals on social or professional networking sites, as such references, positive and negative, can be attributed to the Academy and create legal liability for both the author of the reference and the Academy.
- 8.3 Employees who breach any of the above policies will be subject to disciplinary action up to and including termination of employment.

9 MONITORING OF INTERNET USE & DATA PROTECTION

- 9.1 EBN Trust monitors usage of its internet and email services without prior notification or authorisation from users.
- 9.2 Users of EBN Trust email and internet services should have no expectation of privacy in anything they create, store, send or receive using the school's ICT system.
- 9.3** We will comply with the requirements of **Data Protection Legislation** (being (i) the General Data Protection Regulation ((EU) 2016/679) (unless and until the GDPR is no longer directly applicable in the UK) and any national implementing laws, regulations and secondary legislation, as amended or updated from time to time, in the UK and then (ii) any successor legislation to the GDPR or the Data Protection Act 1998, including the Data Protection Act 2018), in the monitoring of our IT resources and communication systems Monitoring undertaken is in line with our Workforce Privacy Notice which sets out how we will gather, process and hold personal data of individuals during their employment. Our Data Protection Policy sets out how we will comply with Data Protection Legislation.
- 9.4 In line with the requirements of Data Protection Legislation, we may store copies of such data or communications for a period of time after they are created, and may delete such copies from time to time without notice. Records will be kept in accordance with our Workforce Privacy Notice, our Retention and Destruction Policy.
- 9.5 Do not use our IT resources and communications systems for any matter that you wish to be kept private or confidential from the Academy .
- 9.6 For further information, please refer to our ICT user policy and Data Protection Policy.

10 BREACHES OF THE POLICY

- 10.1 Any breach of this policy may lead to disciplinary action being taken against the staff member/s involved in line with EBN Trust Disciplinary Policy and Procedure.
- 10.2 A breach of this policy leading to breaches of confidentiality, or defamation or damage to the reputation of EBN Trust or any illegal acts or acts that render EBN Trust liable to third parties may result in disciplinary action or dismissal.
- 10.3 Contracted providers of EBN Trust must inform the relevant school officer immediately of any breaches of this policy so that appropriate action can be taken to protect confidential information and limit the damage to the reputation of the school. Any action against breaches should be according to contractors' internal disciplinary procedures.

APPENDIX A

A.1 CHILDREN AND YOUNG PEOPLE

- A.1.1 When creating social media sites for children and young people and communicating with them using such sites, staff members must at all times be conscious of their responsibilities; staff must always act in the best interests of children and young people.
- A.1.2 When creating sites for children and young people, staff members must be alert to the risks to which young people can be exposed. Young people's technical knowledge may far exceed their social skills and awareness – they may post sensitive personal information about themselves, treat online 'friends' as real friends, be targets for 'grooming' or become victims of cyberbullying.
- A.1.3 If children and young people disclose information or display behaviour or are exposed to information or behaviour on these sites that raises safeguarding or other concerns, appropriate authorities must be informed immediately. Failure to do so could expose vulnerable young people to risk of harm.
- A.1.4 Staff members must ensure that the sites they create or contribute to for work purposes conform to the *Good Practice Guidance for the Providers of Social Networking and Other User Interactive Services* (Home Office Task Force on Child Protection on the Internet, 2008)
- A.1.5 Staff members must also ensure that the webspace they create on third party sites comply with the site owner's minimum age requirements (this is often set at 13 years). Staff members must also consider the ramifications and possibilities of children under the minimum age gaining access to the site.
- A.1.6 Care must be taken to ensure that content is suitable for the target age group and contributors or 'friends' to the site are vetted.
- A.1.7 Careful thought must be given to the profile of young people when considering creating sites for them. For example, the internet may not be the best medium to communicate with vulnerable young people (or indeed any age group) receiving confidential and sensitive services from the school. It may not be possible to maintain confidentiality, particularly on third-party-hosted sites such as social networking sites, where privacy settings may not be strong enough to prevent breaches of confidentiality, however inadvertent. If in doubt, you must seek advice from your Communications Manager (or appropriate manager).

A.2 APPROVAL FOR CREATION OF OR PARTICIPATION IN WEBSPACE

- A.2.1 EBN Trust social media sites can be created only by or on behalf of the school. Site administrators and moderators must be EBN Trust employees or other authorised people.
- A.2.2 Approval for creation of sites for work purposes, whether hosted by the school or hosted by a third party such as a social networking site, must be obtained from the Head Teacher.
- A.2.3 Approval for participating, on behalf of EBN Trust, on sites created by third parties must be obtained from the Head Teacher.
- A.2.4 The school's Head Teacher must be consulted about the purpose of the proposed site and its content. In addition, approval must be obtained for the use of the school logo and brand.
- A.2.5 Be aware that the content or site may attract media attention. All media enquiries must be forwarded to the Head Teacher immediately. Staff members must not communicate with the media without the advice or approval of the Head Teacher.

A.3 CONTENT OF WEBSITE

- A.3.1 EBN Trust-hosted sites must have clearly expressed and publicised Terms of Use and House Rules. Third-party hosted sites used for work purposes must have Terms of Use and House Rules that conform to the school standards of professional conduct and service.
- A.3.2 Staff members must not disclose information, make commitments or engage in activities on behalf of EBN Trust without authorisation.
- A.3.3 Information provided must be worthwhile and accurate; remember what is published on the site will reflect on the school’s image, reputation and services.
- A.3.4 Stay within the law and be aware that child protection, privacy, data protection, libel, defamation, harassment and copyright law may apply to the content of social media.
- A.3.5 Staff members must respect their audience and be sensitive in the tone of language used and when discussing topics that others may find controversial or objectionable.
- A.3.6 Permission must be sought from the relevant people before citing or referencing their work or referencing service providers, partners or other agencies.
- A.3.7 EBN Trust-hosted sites must always include the school logo or brand to ensure transparency and confidence in the site. The logo should, where possible, link back to the relevant page on the school website.
- A.3.8 Staff members participating in EBN Trust-hosted or other approved sites must identify who they are. They must disclose their positions within the school on these sites.
- A.3.9 Staff members must never give out their personal information such as home contact details or home email addresses on these sites.
- A.3.10 Personal opinions should not be expressed on official sites.

Signed:.....(Chair of Governors) Date:.....