

# Newlands Primary School Social Media Policy



THE KEMNAL ACADEMIES TRUST  
**Headteacher: Mr C Markham**  
**Date of last review: January 2017**  
**To be reviewed: January 2019**

SIGNED BY CHAIR/HEADTEACHER.....

A handwritten signature in black ink, appearing to read 'C. Markham', is written over the dotted line.

26/1/17

DATE:.....

## 1. Introduction

Newlands Primary School recognises social media\* as an important means of communication for the organisation (business use) and something any employee may wish to use in their own personal capacity (personal/private use).

This policy outlines the steps all staff must take to ensure that an appropriate level of separation and balance is maintained:

- **separation** – between the **Newlands Primary School's** business use and individual employee personal private use of social media;
- **balance** – between personal freedom of expression and Newlands Primary School need to manage reputational risk and protection of its business interests.

Employees wishing to use social media in a personal private capacity (either outside the workplace and Worktime, on their personal device(s) and/or from their own personal social media accounts) should note:

- ❖ While they are not acting on behalf of Newlands Primary School in such circumstances, their conduct online can still cause harm to Newlands Primary School if they are recognised online as being an employee.
- ❖ There remains the possibility of disciplinary action if the terms of this policy are not met.

Newlands Primary School **has** adopted the following social media policy. It applies to **all** employees and volunteers of Newlands Primary School.

*\* Social media includes blogs and discussion forums.*

## 2. General Rules

### Access to social media on:

- **Newlands Primary School equipment** –this is restricted to those authorised to manage the official Newlands Primary School social media accounts (see below).
- **Personal devices** – must only be used outside working hours, i.e. before/ after work, or at lunch/break times.

**When using social media, employees must NOT conduct themselves in a way that is potentially detrimental to Newlands Primary School or which brings Newlands Primary School (or its staff, clients and parent, suppliers and partners) into disrepute.**

**Examples include (but are not limited to):**

- posting or liking images, video clips or links to other content that are inappropriate
- Posting derogatory, offensive, discriminatory, untrue, negative, critical or defamatory comments about Newlands Primary School, its staff, parents, suppliers and/or partners. (This includes any information which may enable someone to identify or recognise someone else, or attempt to identify someone else)
- Posting any comments that could constitute unlawful discrimination, harassment or bullying contrary to the Equality Act 2010 or post any images or video clips that are discriminatory or which may constitute unlawful harassment or bullying

### **STAFF MUST NOT:**

- allow their engagement with social media to harm working relationships with or between staff, clients and parent, suppliers and partners. (Examples include criticising or arguing with such persons)
- Use social media as a method of sharing (for work purposes) or otherwise disclosing personal information about staff, clients and parent, suppliers and partners. (This includes any information which may enable someone to identify or recognise someone else, or attempt to identify someone else)
- disclose any confidential, proprietary or sensitive information belonging to Newlands Primary School, its staff, clients and parents, suppliers and partners, or any information which could be used by one or more of Newlands Primary School competitors. (Examples include information about Newlands Primary School work, products and services, proposed bids, business plans or staff morale)
- maintain the publication of any content that breaches this policy if asked to withdraw publication by Newlands Primary School.

### 3. Newlands Primary School Official Social Media Accounts

The following teams will manage Newlands Primary School official social media accounts:

#### **Senior Leadership Team Administration Team**

These teams will have approved guidance on publishing information via social media. This will include, as a minimum, guidance on:

- Securing any required copyright or consent in order to publish information and/or images.
- The controls in place to check information and data before publication, to reduce the risk of an accidental disclosure of personal, sensitive or business sensitive information.

All requests to publish information via social media for Newlands Primary School **purposes** must be made to the relevant teams outlined above. Employees must not masquerade as an official or other formal Newlands School **social** media account.

### 4. Personal Private Use Of Social Media

Use of social media outside of work time, on personal devices and/or from an employee's own personal social media account will not remove the possibility of disciplinary action.

Any intended personal private use of social media must be conducted with the highest privacy settings available – i.e. attempts must be made to restrict the account, for example, so access to the account is limited – with deliberate consideration of your actual or potential followers and/or connections.

For example, a 'personal' account that can in fact be accessed by colleagues, friends, family, the wider public and others using social media would not be considered as purely for personal private use, and your conduct on such an account must adhere to the General Rules outlined at section 1 above.

## 5. Protecting Employee Personal Information

Staff must be aware of their own personal online security when using social media.


Staff should take appropriate steps to reduce the risk of the following:

- **Identity theft** – by using any available privacy settings to ensure that access to their account is limited.
- **their other online accounts being compromised** – by not posting passwords, or any personal information that has been used as a password (or part of a password) such as birthdays, place of birth, names of spouse, children and/or pet(s)\*

*\* Such personal information should not be used as a password for any Newlands Primary School systems or accounts*

**Adopted: January 2017**

**To be Reviewed: January 2019**

**Signed:**  \_\_\_\_\_

**Date:** 26/1/17 \_\_\_\_\_