



Caversham Preparatory School

Policies and Procedures

215 Social Media Policy

Staff Social Media Policy

Including those in the EYFS (Early Years Foundation Stage)

Introduction

A social networking site is any website which enables its users to create profiles, form relationships and share information with other users. It also includes sites which have online discussion forums, chat-rooms, media posting sites, blogs and any other social space online. It includes but is not limited to, sites such as Facebook, Twitter, Instagram, Snap Chat, YouTube, LinkedIn and Wikipedia.

Scope of the Policy

This policy applies to the use of social media for both school business and personal purposes, whether during School hours or otherwise. The policy applies regardless of whether the social media is accessed using School IT facilities and equipment or equipment belonging to members of staff or any other IT equipment.

Responsible use of social media

Staff must be aware that their role comes with particular responsibilities and they must adhere to the School's strict approach to social media.

Staff must:

- ensure that wherever possible their privacy settings on social media sites are set so that pupils cannot access information relating to their personal lives
- obtain the prior written approval of the Head Teacher, to the wording of any personal profile which you intend to create where the School is named or mentioned on a social networking site
- seek approval from the Head Teacher before they speak about or make any comments on behalf of the School on the internet or through any social networking site
- report to the Head Teacher immediately if they see any information on the internet or on social networking sites that disparages or reflects poorly on the School
- immediately remove any internet postings which are deemed by the School to constitute a breach of this or any other School policy
- weigh whether a particular posting puts their effectiveness as a teacher at risk

Staff must not:

- provide references for other individuals, on social or professional networking sites, as such references whether positive or negative can be attributed to the school and create legal liability for both the author of the reference and the school.
- post or publish on the internet or on any social networking site, any reference to the School, your colleagues, parents or pupils.
- use commentary deemed to be defamatory, obscene, proprietary, or libellous.
- discuss pupils or colleagues or publicly criticise the School or staff.
- post images that include pupils.



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- initiate friendships with pupils on any personal social network sites.
- accept pupils as friends on any such sites; staff must decline any pupil-initiated friend requests.

Relationship with other school policies

Staff are prohibited from using social media to:

- breach our obligations with respect to the rules of relevant regulatory bodies
- breach confidentiality
- breach our disciplinary rules
- defame or disparage the School or our affiliates, parents, staff, pupils, business partners, suppliers, vendors or other stakeholders
- harass or bully other staff in any way or breach our Anti-Bullying Policy
- unlawfully discriminate against other staff or third parties or breach our Equal Opportunities policy
- breach our GDPR Data Protection policy (for example, never disclose personal information about a colleague, pupil or parent 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)

Behaviour online can be permanent and so staff must be extra cautious about what they say as it can be harder to retract. Staff must also be aware of the particular risks to internet security that social media presents and so must take any extra measures necessary not allow any of their actions on social media sites to create vulnerability to any of our school systems.

Personal use of social media

Personal use of social media is never permitted on our computers, networks and other IT resources and communications systems unless using the School's own social media portals.

The monitoring of social media

The contents of our IT resources and communications systems are School property. Therefore, staff should have no expectation of privacy in any message, files, data, document, facsimile, telephone conversation, social media post conversation or message, or any other kind of information or communications transmitted to, received or printed from, or stored or recorded on our electronic information and communications systems.

We reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including but not limited to social media postings and activities, to ensure that our rules are being complied with and for legitimate business purposes and you consent to such monitoring by your use of such resources and systems. This might include, without limitation, the monitoring, interception, accessing, recording, disclosing, inspecting, reviewing, retrieving and printing of transactions, messages, communications, postings, log-ins, recordings and other uses of the systems. We may store



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copies of such data or communications for a period of time after they are created, and may delete such copies from time to time in line with our data retention schedule.

Social Media will be monitored weekly by Andrew Lawson (Bursar).

The use of YouTube and other similar educational video sites

The school applies the YouTube educational filtering tool to filter content for all pupils. This is used along with the school Internet filtering system and Firewall.

In these cases, YouTube attempts to place age restrictive warnings on their content but is important that staff members check the content of a video before showing this to pupils.

The main rules for all are:

- Always view the video before showing to your class in order to determine if it is age appropriate. This will include any of the 4 criteria listed above.
- Do not show any age restricted material

Implementation of the Policy

All members of the Caversham Prep School community have a specific responsibility for operating within the boundaries of this policy, ensuring that all staff understand the standards of behaviour expected of them and if necessary enforcing this policy by taking action when behaviour falls below its requirements.

All staff are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media should be reported to the Head Teacher. Questions regarding the content or application of this policy should be directed to the Head Teacher.

Breach of this policy may result in disciplinary action. Disciplinary action may be taken regardless of whether the breach is committed during working hours, and regardless of whether School equipment or facilities are used for the purpose of committing the breach.

Any member of staff suspected of committing a breach of this policy will be required to cooperate with our investigation, which may involve handing over relevant passwords and login details so far as this is consistent with the right of an individual to private and family life.

Staff may be required to remove internet postings which are deemed to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.

Social media and the end of employment

If a member of staff's employment with our School should end, for whatever reason, any personal profiles on social networking sites should be immediately amended to reflect the fact that you are no longer employed or associated with our School.



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All professional contacts that a member of staff has made through their course of employment with us belong to our School, regardless of whether or not the member of staff has made social media connections with them.



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Policy Administration

Linked Policies

This policy also needs to be in line with other school policies and therefore should be read in conjunction with the following school policies:

- Safeguarding Policy
- E-Safety Policy
- Data Protection Policy
- Safeguarding Policy
- Staff Acceptable Use Statement
- Staff Disciplinary Policy
- Whistleblowing Policy

Quoted Legislation and Guidance

Review Schedule

This policy is subject to 3 yearly reviews unless circumstances require an earlier review.

Update and Review Log

Updated/ Reviewed By	Date	Notes
J Lawson	2018	
A Lawson	2020	Weekly review by the School Business Manager
J Lawson	August 2022	Reviewed for staff CPD at the start of the new term