

# Social Media Policy

Person responsible:	Stephanie Gourley-Tait; Antonia Evans
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## Objective

The objective of this policy is to protect Vanguard School and its staff by promoting safe use.

This policy covers all individuals working at all levels and grades, including paid staff, pupils, agency staff, parents and volunteers.

This policy applies regardless of whether the social media is accessed using the school's IT facilities and equipment, or equipment belonging to the individual.

Personal communications via social media accounts that are likely to have a negative impact on professional standards or Vanguard School's reputation are within the scope of this policy.

## Social Media definition

Social media is a broad term for any kind of online platform which enables people to directly interact with each other. It allows people to share information, ideas and views.

Examples of social media include blogs, Facebook, LinkedIn, Twitter, Google+, Instagram, Myspace, Flickr and YouTube.

## Roles, responsibilities and procedure

### **Staff should:**

- Be aware of their online presence and recognise that their online activity can be seen by others including parents, pupils and colleagues on social media;
- Ensure that any use of social media is carried out in line with this policy;
- Be responsible for their words and actions in an online environment;

They are therefore advised to consider whether any comment, photograph or video that they are about to post on a social networking site is something that they want pupils, colleagues, other staff from NAS, to read.

### **Staff should not upload any content on to social media sites that:**

- Is confidential to Vanguard School or its staff
- Includes bullying

- Results in unlawful discrimination, harassment or victimisation
- Brings Vanguard School into disrepute
- Contains lewd, sexually explicit, threatening or similarly inappropriate or offensive comments, images or video clips
- Undermines the reputation of the National Autistic Society, Vanguard School and/or individuals
- Is defamatory or knowingly false
- Breaches copyright
- Is in any other way unlawful

Staff should be aware of both professional and social boundaries and should not therefore accept or invite 'friend' requests from pupils or ex-pupils under the age of 18, or from parents on their personal social media accounts such as Facebook. All communication with parents via social media should be through NAS's social media accounts, or Vanguard School's office. Staff should note that the use of social media accounts during lesson time is not permitted.

#### **Managers are responsible for:**

- Addressing any concerns and/or questions staff may have on the use of social media;
- Operating within the boundaries of this policy and ensuring that all staff understand the standards of behaviour expected of them.

#### **Reporting Procedure**

Staff should never engage with cyberbullying incidents. If in the course of your employment with Vanguard School, you discover a website containing inaccurate, inappropriate or inflammatory written material relating to you, or images of you which have been taken and/or which are being used without your permission, **you should immediately report this to the Senior Leadership Team.**

#### Review of Policy

This policy will be reviewed on an annual basis and in accordance with the following, on an as-and-when-required basis:

- Legislative changes;
- Good practice guidance;
- Case law;
- Significant incidents reported.