

# Tupton Hall School

REDHILL ACADEMY TRUST



## Social Media Policy

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## **Tupton Hall School**

### **Social Media Policy**

This document sets out the Tupton Hall School social media policy for staff. This document aims to:

- Assist school staff working with children to work safely and responsibly using the Internet and other methods of communication.
- Set clear expectations of behaviour and/or codes of practice relevant to social networking for educational, personal or recreational use.
- Give a clear message that unlawful or unsafe behaviour is unacceptable and that, where appropriate, disciplinary or legal action will be taken.
- Support safer working practice.
- Minimise the risk of misplaced or malicious allegations made against adults who work with students.
- Reduce the incidence of positions of trust being abused or misused.
- Help everyone use social media effectively, both personally and to enhance teaching and learning.

This policy cannot cover all eventualities. If in doubt staff should use their own professional judgement or contact a member of the Senior Leadership Team, the Digital Communications & Media Officer or the IT Systems Manager.

This document applies to all who work in the school or with people associated with it. The policy covers personal use of social media as well as the use of social media for official school purposes, including pages/sites hosted and maintained on behalf of the school, whether during working hours or otherwise. The policy applies regardless of whether the social media is accessed using our IT facilities and equipment or equipment belonging to members of staff.

This policy does not form part of any employee's contract of employment and it may be amended at any time.

#### **What is social media?**

Social media is a type of interactive online media that allows parties to communicate instantly with each other, or to share data in a public forum. This includes online social forums such as Facebook, Twitter, Snapchat, WhatsApp, Linked-In and other forums and chat rooms. Social media also covers blogs and video / image sharing websites such as Instagram, YouTube, Tumblr and Flickr.

There are many more examples of social media than can be listed here. For the purpose of this document the terminology 'social media' is not exhaustive and also applies to the use of communication technologies such as mobile phones, cameras, tablets, other handheld devices and any other emerging forms of communication.

#### **Safety and privacy - personal / professional accounts**

Tupton Hall School recognises that social media can be useful for professional development and networking. However, staff should remember that social media is a public forum and they should maintain professional conduct and appropriate confidentiality at all times.

Effectively managing personal information online makes it far less likely that it can be misused. Staff should be aware of the dangers of putting personal information onto social networking sites, such as addresses or home and mobile phone numbers. They may also want to carefully consider the publication of photographs, occupation and employer details, and work location. These measures aim to avoid the potential for students or their families or friends having access to staff outside of the school environment. They also reduce the potential for identity theft by third parties. This guidance applies not only to social networking sites but other areas such gaming platforms and online chat facilities.

Staff should:

- Review their social networking pages/sites when they join the school to ensure that information available publicly about them is accurate and appropriate. Ensure that your privacy settings are set correctly.
- Never 'friend' or 'follow' a students at school on social media. Likewise, never accept an invitation from a student.
- Not have former students as 'friends' as some of their contacts may still be at the school and be able to access staff profiles via them.
- Make it clear in their 'bio' that posts are their personal opinions and not those of the school.
- Write in the first person and use a personal email address when communicating via their own social media.
- Avoid posting or commenting about sensitive school related topics, such as our performance or incidents that have taken place in school even if they are anonymised.
- **Only post images / videos of children or adults from official school social media accounts – and with consent from the person pictured.**

**Confidentiality should be considered at all times.** Social networking sites have the potential to discuss inappropriate topics. Staff need to ensure that they do not put any confidential information on their page/site about themselves, their employer, their colleagues, students or members of the public. **Privacy does not exist in the world of social media – presume that everything you post online will be permanent and can be shared.**

Staff should carefully consider the wider audience when posting about Tupton Hall School, whether via personal, professional or official school accounts. Staff or students who post from personal accounts do not represent the views of the school - these comments are personal views only.

As a rule, if you are unsure whether a comment is suitable to post, it is probably not. You are personally responsible for content you publish into social media tools.

If you see content in social media that disparages or reflects poorly on our school or its stakeholders, you should print out the content and contact the Headteacher. **All staff are responsible for protecting our school's reputation and data security.**

#### **A note on personal data (GDPR)**

Personal data includes names, images, addresses and other information that could be used to identify a person.

Social media posts about the school made from a member of staff's personal or professional account should not include personal data – e.g. full names and photographs. However, sharing and 'retweeting' such content from official school accounts is permitted.

#### **Using Social Media on behalf of Tupton Hall School**

Tupton Hall School recognises the benefits of social media for communication with the school's internal and external communities. The school has its own official social media accounts and various faculties have developed official accounts to share faculty news and help students keep in touch about their work and achievements. A list of official school accounts can be found at **Appendix C**. When using these accounts, the information in this policy is still relevant.

The creation of official school accounts must adhere to the requirements in **Appendix A** of this policy and follow a discussion with the Digital Communications and Media Officer.

Staff must complete the Social Media Account Creation Approval Form (**Appendix B**) and forward it to the school's Digital Communications and Media Officer before the account is set up. **Owners / moderators of existing school accounts should complete and submit the form retrospectively.**

- If staff wish to use social media to communicate with students or parents this must be done through an official school account that has been registered by filling out the Social Media Account Creation Approval Form.
- There must be a strong pedagogical or business reason for creating official school social media accounts.
- Staff must at all times act in the best interests of children and young people when creating, participating in or contributing content to social media.
- Staff must not create accounts for trivial reasons that could expose the school to unwelcome publicity or cause reputational damage.

Please speak with the Digital Communications and Media Officer about the effective and safe use of official Tupton Hall School social media accounts.

### **Help and Support – reporting misuse**

- Any misuse of social media including incidents of cyber bullying should be reported to your line manager or the Headteacher.
- All incidents will be taken seriously and will be dealt with in consideration of the wishes of the person who has reported the incident.
- Staff are advised to take screen prints of messages or web pages, being careful to record the time, date and web address.
- Records of any abuse, such as texts, emails, website content or instant messages should be kept and not deleted.
- It is for the individual who is being bullied to decide whether they wish to report the actions to the police.

Questions regarding the content or application of this policy should be directed to the IT Systems Manager or Digital Communications and Media Officer.

## APPENDIX A

### Requirements for creating social media accounts on behalf of Tupton Hall School

#### A.1 CREATION OF SITES

- A.1.1 Staff members participating in social media for work purposes are expected to demonstrate the same high standards of behaviour as when using other media or giving public presentations on behalf of Tupton Hall School.
- A.1.2 Prior to creating an account, careful consideration must be given to the purposes for using social media and whether the overall investment is likely to be worthwhile for achieving the proposed pedagogical outcome(s).
- A.1.3 The proposed audience and level of interactive engagement with the account, for example whether students, school staff or members of the public will be able to contribute content must be discussed with the school's Digital Communications and Media Officer.
- A.1.4 Staff members must consider how much time and effort they are willing to commit to the proposed page/site. They should be aware that maintaining a page/site is not a one-off task, but involves a considerable time commitment.
- A.1.5 There must be a careful exit strategy and a clear plan from the outset about how long the page/site will last. It must not be neglected, creating a potential risk to the school's brand and image.
- A.1.6 Consideration must also be given to how the success of the page/site will be evaluated to assess whether the page/site has achieved the proposed objectives.

#### A.2 CHILDREN AND YOUNG PEOPLE

- A.2.1 When creating social media accounts for children and young people and communicating with them using such platforms, 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.2.2 When creating accounts 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.2.3 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.2.4 Care must be taken to ensure that content is suitable for the target age group and contributors or 'friends' of the account are vetted.

#### A.3 APPROVAL FOR CREATION OF OR PARTICIPATION IN SOCIAL MEDIA

- A.3.1 Official Tupton Hall School social media accounts can be created only by or on behalf of the school. Account administrators and moderators must be Tupton Hall School employees or other authorised people.
- A.3.2 Approval for creation of accounts 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 staff member's line manager, followed by a discussion with the Digital Communications and Media Officer.
- A.3.3 Staff must complete the Social Media Account Creation Approval Form (**Appendix B**) and forward it to the school's Digital Communications and Media Officer before account creation. Owners / moderators of existing school accounts must complete and submit the form retrospectively.
- A.3.4 Approval for participating on behalf of Tupton Hall School on pages/sites created by third parties must be obtained from the staff member's line manager, followed by a discussion with the Digital Communications and Media Officer.
- A.3.5 The school's Digital Communications and Media Officer must be consulted about the purpose of the proposed account and its content. In addition, approval must be obtained for the use of the school logo and brand.
- A.3.6 Be aware that the content or page/site may attract media attention. All media enquiries must be forwarded to the Digital Communications and Media Officer or the Headteacher immediately. Staff members must not communicate with the media without the advice or approval of the Headteacher.

#### **A.4 CONTENT OF OFFICIAL SCHOOL WEBSITE**

- A.4.1 Staff members must not disclose information, make commitments or engage in activities on behalf of Tupton Hall School without authorisation.
- A.4.2 Information published on social media must be relevant, current and meaningful; remember what is published will reflect on the school's image, reputation and services.
- A.4.3 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.4.4 Staff who post images of students on official school pages/sites must comply with the guidance laid out on page 11 of the ICT and Online Safety Policy, namely to check the photo consent list which is available on SIMS, before posting images online. Staff must also follow the school policy not to name students in images. Staff who post any images online which do not meet these standards will be asked to remove the content.
- A.4.5 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.4.6 Staff members must never give out their personal information such as home contact details or home Email addresses on these pages/sites.
- A.4.7 Personal opinions should not be expressed on official Tupton Hall pages/sites.

#### **A.5 CONTRIBUTORS AND MODERATION OF CONTENT**

- A.5.1 Careful consideration must be given to the level of engagement of contributors – for example whether users will be able to add their own text or comments or upload images.
- A.5.2 Pages/sites created for and contributed to by students must have the strongest privacy settings to prevent breaches of confidentiality. Students and other participants in pages/sites must not be able to be identified.
- A.5.3 The content and postings in Tupton Hall School-hosted pages/sites must be moderated. Moderation is the responsibility of the team that sets up or initiates the account.
- A.5.4 For each account created there must be at least one designated member of staff whose role it is to review and moderate content, including removal of comments which breach the terms of acceptable use. It is important that there are enough approved moderators to provide cover during leave and absences so that the page/site continues to be moderated.

## APPENDIX B

Tupton Hall School

### Social Media Account Creation Approval Form

Use of social media on behalf of Tupton Hall School must be approved prior to setting up accounts.

Please complete this form and forward it to the school's **Digital Communications and Media Officer**. For existing accounts, please complete retrospectively.

#### TEAM DETAILS

Department / Faculty

Name of author of account

Author's line manager

#### PURPOSE OF SETTING UP SOCIAL MEDIA ACCOUNT

(please describe why you want to set up this account and the content of the account)

What type of social media page / account do you wish to set up?  
E.g. Facebook page, Twitter account, blog.

What are the aims you propose to achieve by setting up this account?

What is the proposed content of the account?

#### PROPOSED AUDIENCE OF THE ACCOUNT

Please tick all that apply.

- Students of Tupton Hall School (provide age range)
- Tupton Hall School staff
- Students' family members
- Students from other schools (provide names of schools)
- External organisations
- Members of the public
- Others; please provide details



## PROPOSED CONTRIBUTORS TO THE ACCOUNT

Please tick all that apply.

- Students of Tupton Hall School (provide age range)
- Tupton Hall School staff
- Students' family members
- Students from other schools (provide names of schools)
- External organisations
- Members of the public
- Others; please provide details

## ADMINISTRATION OF THE ACCOUNT

Names of administrators (the account must have at least 2 approved administrators)	
Who will host the page/site?	<input type="checkbox"/> Tupton Hall School <input type="checkbox"/> Third party; please give host name e.g. Twitter
Proposed date of going live	
Proposed date for account closure	
Account user name  and email address (this should be a departmental email address)	
Account password	
How do you propose to advertise for external contributors?	
If contributors include children or adults with learning disabilities how do you propose to inform and obtain consent of parents or responsible adults?	
What security measures will you take to prevent unwanted or unsuitable individuals from contributing or becoming 'friends' of the page/site?	

## APPROVAL

(approval from relevant people must be obtained before the account can be created. The relevant managers must read this form and complete the information below before final approval can be given).

<b>Line Manager</b> I approve the aims and content of the proposed page/ site.	Name	
	Signature	
	Date	
<b>Communications Manager</b> I approve the aims and content of the proposed page/ site and the use of school brand and logo.	Name	
	Signature	
	Date	

## APPENDIX C

### OFFICIAL TUPTON HALL SCHOOL SOCIAL MEDIA ACCOUNTS

Social Media Platform	Department	Account Name	Web Link	Active?	Date last active
Facebook Page	Tupton Hall School	@TuptonHallSchool	<a href="https://www.facebook.com/TuptonHallSchool">https://www.facebook.com/TuptonHallSchool</a>	YES	Currently
Facebook Page	Tupton Hall Sixth Form	@TuptonHallSixthForm	<a href="https://www.facebook.com/TuptonHallSixthForm">https://www.facebook.com/TuptonHallSixthForm</a>	YES	Oct 2020
Facebook Page	Tupton Duke of Edinburgh	@TuptonDofE	<a href="www.facebook.com/TuptonDofE">www.facebook.com/TuptonDofE</a>	YES	Mar 2020
Twitter Account	Tupton Hall School	@TuptonHalls	<a href="https://twitter.com/TuptonHalls">https://twitter.com/TuptonHalls</a>	YES	Currently
Twitter Account	Tupton Hall Transition	@MovingUpTupton	<a href="https://twitter.com/MovingUpTupton">https://twitter.com/MovingUpTupton</a>	YES	Currently
Twitter Account	Tupton Hall Sixth Form	@TuptonSixthForm	<a href="https://twitter.com/TuptonSixthForm">https://twitter.com/TuptonSixthForm</a>	YES	Currently
Twitter Account	Sixth Form Student Union	@THSUnion	<a href="https://twitter.com/THSUnion">https://twitter.com/THSUnion</a>	YES	Nov 2019
Twitter Account	Drama	@THS_Drama	<a href="https://twitter.com/THS_Drama">https://twitter.com/THS_Drama</a>	NO	May 2016
Twitter Account	Geography	@geogdept	<a href="https://twitter.com/geogdept">https://twitter.com/geogdept</a>	YES	Mar 2020
Twitter Account	History	@THS_History	<a href="https://twitter.com/THS_History">https://twitter.com/THS_History</a>	YES	Currently
Twitter Account	Dance	@DanceTuptonHall	<a href="https://twitter.com/DanceTuptonHall">https://twitter.com/DanceTuptonHall</a>	NO	Aug 2014
Twitter Account	Duke of Edinburgh	@TuptonDofE	<a href="https://twitter.com/TuptonDofE">https://twitter.com/TuptonDofE</a>	NO	Aug 2015
Twitter Account	Library	@libraryatTHS	<a href="https://twitter.com/libraryatTHS">https://twitter.com/libraryatTHS</a>	YES	Currently
Twitter Account	Design & Technology	@TuptonHallTech	<a href="https://twitter.com/TuptonHallTech">https://twitter.com/TuptonHallTech</a>	NO	Apr 2018
Twitter Account	Science	@THSSci	<a href="https://twitter.com/THSSCI">https://twitter.com/THSSCI</a>	YES	Currently
Twitter Account	English	@THSEnglishDept	<a href="https://twitter.com/THSEnglishDept">https://twitter.com/THSEnglishDept</a>	YES	Nov 2020
Twitter Account	English Revision	@THS_EngGCSE	<a href="https://twitter.com/THS_EngGCSE">https://twitter.com/THS_EngGCSE</a>	YES	Mar 2020
Twitter Account	Maths	@TuptonMaths	<a href="https://twitter.com/TuptonMaths">https://twitter.com/TuptonMaths</a>	YES	Nov 2020
Twitter Account	Business Studies	@TuptonBusiness	<a href="https://twitter.com/TuptonBusiness">https://twitter.com/TuptonBusiness</a>	NO	Jan 2013
Twitter Account	Art	@TuptonHallArt	<a href="https://twitter.com/TuptonHallArt">https://twitter.com/TuptonHallArt</a>	YES	Currently
Twitter Account	Media Studies	@THSMediaStudies	<a href="https://twitter.com/THSMediaStudies">https://twitter.com/THSMediaStudies</a>	YES	Currently
Twitter Account	Modern Foreign Languages	@TuptonMFL	<a href="https://twitter.com/TuptonMFL">https://twitter.com/TuptonMFL</a>	YES	Currently
Twitter Account	AS & A2 Sociology and Psychology	@socpsychTHS	<a href="https://twitter.com/socpsychTHS">https://twitter.com/socpsychTHS</a>	NO	Sep 2014
Twitter Account	Social Sciences	@TuptonSocSci	<a href="https://twitter.com/tuptonsocsci">https://twitter.com/tuptonsocsci</a>	YES	Currently
Twitter Account	Physical Education	@TuptonHallPE	<a href="https://twitter.com/TuptonHallPE">https://twitter.com/TuptonHallPE</a>	YES	Currently
Twitter Account	Music	@TuptonHallMusic	<a href="https://twitter.com/TuptonHallMusic">https://twitter.com/TuptonHallMusic</a>	NO	Feb 2019
Twitter Account	ICT	@TuptonICT	<a href="https://twitter.com/TuptonICT">https://twitter.com/TuptonICT</a>	NO	Jul 2013
Twitter Account	Computing	@THSComputing	<a href="https://twitter.com/THSComputing">https://twitter.com/THSComputing</a>	YES	Oct 2020
Twitter Account	Digital Leaders	@THS_Digital	<a href="https://twitter.com/THS_Digital">https://twitter.com/THS_Digital</a>	NO	Feb 2018

<b>Twitter Account</b>	Sixth Form Alumni	@Tupton6thAlumni	<a href="https://twitter.com/Tupton6thAlumni">https://twitter.com/Tupton6thAlumni</a>	NO	Aug 2019
<b>Twitter Account</b>	Tupton Hall Alumni	@TuptonAlumni	<a href="https://twitter.com/TuptonAlumni">https://twitter.com/TuptonAlumni</a>	NO	Jan 2018
<b>Twitter Account</b>	Tupton Careers Info	@TuptonCareers	<a href="https://twitter.com/TuptonCareers">https://twitter.com/TuptonCareers</a>	NO	Jul 2019
<b>Twitter Account</b>	THS Student Welfare	@THSwellbeing	<a href="https://twitter.com/THSwellbeing">https://twitter.com/THSwellbeing</a>	NO	n/a
<b>Twitter Account</b>	TuptonHall_T&L	@LTuptonhall	<a href="https://twitter.com/LTuptonhall">https://twitter.com/LTuptonhall</a>	NO	Feb 2019
<b>Twitter Account</b>	THS Student Paper	@StudentNewsTHS	<a href="https://twitter.com/StudentNewsTHS">https://twitter.com/StudentNewsTHS</a>	NO	Oct 2017
<b>Twitter Account</b>	Post-16 Newsletter	@THS_Press	<a href="https://twitter.com/THS_press">https://twitter.com/THS_press</a>	NO	Jan 2013
<b>Twitter Account</b>	THS Antibullying	@Year8THS	<a href="https://twitter.com/Year8THS">https://twitter.com/Year8THS</a>	NO	Nov 2013
<b>Twitter Account</b>	Anti Bullying	@antibullyths	<a href="https://twitter.com/antibullyths">https://twitter.com/antibullyths</a>	NO	Nov 2019
<b>Twitter Account</b>	Tupton Cooking Club	@TuptonCooking	<a href="https://twitter.com/TuptonCooking">https://twitter.com/TuptonCooking</a>	NO	Feb 2016