


Edlington Victoria Academy



Social Media Policy

PERSON RESPONSIBLE FOR POLICY:	MRS E CLARK
APPROVED: MR G TINKLER	GOVERNORS
SIGNED: 	ROLE: CHAIR OF GOVERNORS (ONE NAME MUST BE GOVERNING BODY REPRESENTATIVE)
TO BE REVIEWED: JUNE 2024	DATE: JUNE 2022

<i>Version</i>	<i>Revision Date</i>	<i>Revised by</i>	<i>Section Revised</i>
V1	05.05.2020	R Hardy	Replaced Twitter Policy
V2	26.06.22	R Hardy	Cover change only

Rationale for the use of social media at Edlington Victoria Academy

As part of its communication strategy, an effective school needs to use a range of different media for conveying different types of messages to a varied audience: students, staff, parents/carers, governors, members of the community, prospective families, etc.

As the way in which society “consumes” news continues to evolve, so too must the way that we, as a school, communicate with our stakeholders. Increasingly this means exploiting social media in order to maximise the speed and “reach” of our communication.

Principles

As with all forms of external communication, it is essential that we establish certain principles so that we:

1. ensure the safeguarding of our students;
2. protect the school, and its staff, from potential legal/disciplinary action;
3. maintain a positive image of the school;
4. maximise consistency;
5. operate in a professional manner and in accordance with all school policies;
6. do not breach confidentiality or undermine the integrity of the school.

Given that the conventions which pertain to more traditional forms of written communication are sometimes not considered to apply to social media, it is even more important that organisations establish clear protocols for its use. The need for this is further underlined in view of the ease with which social media messages can be broadcast to a limitless audience.

Official school Twitter account

The official school Twitter account is *@EdVicAcademy*. This is the only account which is represented solely by the school crest as its logo. It is used to communicate messages of interest to large numbers of “readers”, rather than specific groups. This includes news items which celebrate the success of students, staff and the wider school community, as well as reminders regarding school events, notices concerning school closure or special arrangements, etc.

The official school Twitter account is operated by the following administrators, who can write new messages and re-tweet those written by others:

- Principal (Mrs Emily Clark)
- Office Manager: (Mrs Rebecca Hardy)

The school Twitter feed is included on the home page of our school website, www.edlingtonvictoria.co.uk. This ensures that all messages can be accessed by parents/carers and other readers who do not follow Twitter, thereby maximising access.

Where urgent messages need to be conveyed (e.g. regarding school closure), these will be communicated via text message. In addition, Twitter will be updated to maximise coverage.

What is Twitter?

Twitter is a form of social media. In contrast to other sites, Twitter is mainly used for communication. Users send out 'Tweets' which are limited to up to 280 characters and can reference other people, places or activities through the use of # (hashtags) and the @ symbol.

Twitter users are able to follow or be followed. To follow somebody/thing ensures that all of their activity and comments appear in the followers news feed. The benefit of having followers is that the information that you broadcast is instantly distributed into their newsfeed.

What are we using Twitter for?

The primary use of our Twitter account is to improve communication by adding another dimension to what we already do. @EdVicAcademy will be used principally to be followed by staff, parents and other professionals. Twitter will supplement the information that we give via newsletters, letters, text messages and the website. We may also use our Twitter account as a running feed for school residential trips.

What information will be shared relating to pupils at the school?

- Photographs/videos
- Work produced by pupils (not identified by name)
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Names of pupils must not be used on the Edlington Victoria Academy Twitter account.

Do parents/carers have to provide consent for information relating to their child to be published by Edlington Victoria Academy?

- Pupil work will be published anonymously so will not require consent.
- The school will use consent provided by separate Twitter Consent forms given to parents when their child joins the school. Pupils that have already joined will receive an additional consent form to complete.

Who can follow @EdVicAcademy?

At this moment in time, @EdVicAcademy will not block any followers who request to follow the school. The school retains the right to block any followers who post content that is deemed to be inappropriate. (See below)

Who will @EdVicAcademy follow?

In order to protect itself from inappropriate content being distributed into its news feed, @EdVicAcademy will only follow other schools, professionals/companies that we are associated with, and educational Twitter feeds. However, exceptions may be made where following an @ handle has obvious benefits to the school. @EdVicAcademy sees itself as more of a distributor of information to those who follow it and not as a receiver of information.

Safety

The Edlington Victoria Academy Twitter account administrator will actively block any followers that they know are under the age of 18. Any pupils from school who are found to be following the school will be blocked.

Tweets from the account will always portray school in a positive light. We welcome references, mentions or tweets that post the school in a positive light only. Edlington Victoria Academy deems the following as inappropriate:

- Offensive language or remarks aimed at the school, its staff, parents, governors or others affiliated with the school.
- Unsuitable images or content posted to our feeds.
- Unsuitable images or content being tagged to the school account using hashtags or the @ symbol.
- Images or text that infringe on copyright.
- Comments that aim to undermine the school, its staff, parents, governors or others affiliated with the school.

Any inappropriate content will be deleted and its users will be blocked. They will also be reported to Twitter. Incidents of a serious nature may be reported to the Police.

Edlington Victoria Academy will not enter into private conversation with anyone on Twitter.

Staff are able to upload photos and videos but only if they have been captured on school equipment. Own phones, iPads etc are not deemed acceptable to hold images/videos of pupils.

Any staff personal accounts that follow @EdVicAcademy must be set to private.

Approval to set up a Twitter account, Facebook page, etc.

Staff who wish to set up a group/faculty Twitter account/social media page must follow the following procedure:

1. Ask yourself the following questions to ensure that it is worthwhile setting up the account, and that you can meet the expectations of those who follow it:
 - What will you use it for?
 - Who is the intended audience?
 - Is there a more appropriate medium for this?
 - Do you have the capacity to update it regularly?
 - What contingency do you have if you are unable to update it personally?
 - Do you have the necessary expertise?
2. If you still wish to proceed, discuss your idea with the SLT/Safeguarding.
3. Select an account/page name and a logo in consultation with SLT/Safeguarding.
4. Agree appropriate account settings.
5. Agree appropriate wording for the "Profile", or equivalent, to make it clear what type of information users can expect from the account/page.
6. SLT will discuss the proposal with. If appropriate, approval will be confirmed via e-mail. At this point the account/page may "go live".

Official School YouTube Account

The official school YouTube account is Edlington Victoria Academy and is registered to the school email address. This is the only account which is represented solely by the school crest as its logo. It is used to communicate video's and messages of interest to large numbers of "viewers", rather than specific

groups. This includes items, which celebrate the success of students and staff. Comments are turned off so no-one is able to comment on anything that is posted.

Protocols

The following protocols relate to the use of all forms of social media by all members of staff, for all accounts which indicate a link with the school.

1. Tweets/posts, including links, must not be defamatory, intimidating, discriminatory, derogatory, hostile or offensive in any way, or contain any material which could be seen to diminish the reputation or image of the school;
2. While accepting that the language used in social media tends to be less formal than in more traditional forms of written communication, the same professional approach to language and content should be applied, particularly as tweets/posts are often re-tweeted/forwarded;
3. Extreme caution must be exercised when making reference to individual students or staff, in order to comply with the General Data Protection Regulation (2018). No comments should be made relating to personal data, exam results, negative performance, etc. If in doubt, seek advice;
4. Permission must be sought from students and parents before photographs/videos are published;
5. The sending of 'sensitive personal data' or confidential information, whether relating to the sender or not, is forbidden;
6. The sending of any information which is not certain to be 'public knowledge' outside the school is forbidden;
7. Copyright of materials and intellectual property rights must be respected;
8. Use for personal financial gain, political purposes or advertising is forbidden;
9. Users are responsible for the messages they tweet/post and for contacts made that may result in responses being received;
10. Social media must not be used to solicit other people's views of the school, without the express permission of the Headteacher.
11. Any account used by a member of staff in his/her capacity as an employee of Edlington Victoria Academy should be used solely for that purpose, and not for personal posts.
12. All use of social media must also comply with the wider provisions of the "*Computing Facilities Acceptable Use Policy for Staff*" and the "*E Safety Guidance for Schools and Services*".

Monitoring and non-compliance

In order to protect students and staff and ensure that these protocols are adhered to, the use of social media will be monitored on an on-going basis.

Users of social media should be aware that improper use can give rise to claims of discrimination, harassment, defamation, breach of confidentiality or breach of contract. Any breach of these protocols may be dealt with under the school's Disciplinary Policy and Procedure. It is important to remember also, that improper use of social media can lead to prosecution.