SOCIAL NETWORK POLICY

To be read in conjunction with IT Acceptable Use Policy

Status: Non Statutory (Mandatory for Academy staff)

Reviewed by SLT & Governors

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<th>Valid from date:</th>
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<td>November 2015</td>
<td>January 2018</td>
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*Signed:...................................................(staff member)

Social networking activities conducted online outside work, such as blogging (writing personal journals to publicly accessible internet pages), involvement in social networking sites such as Facebook, My Space, Twitter, Instagram and posting material, images or comments on sites such as You Tube can have a negative effect on an organisation’s reputation or image. In addition, St Bart’s Academy has a firm commitment to safeguarding children in all aspects of its work. This policy has been written to set out the key principles and code of conduct that we expect of all members of staff including the Local Governing Body and members of the Multi Academy Trust with respect to their responsibilities in connection with the use of social networking sites.

Personal Use of Social Media

- Staff members must not identify themselves as employees of St Bart’s Academy in their personal web space. This is to prevent information on these sites from being linked with the school and to safeguard the privacy of staff members, particularly those involved in providing sensitive frontline services.
- Staff members must not have contact through any personal social medium with any pupil, whether from St Bart’s or any other school unless the pupils are family members.
- St Bart’s does not expect staff members to discontinue contact with their family members via personal social media once the school starts providing services for them. However, any information staff members obtain in the course of their employment must not be used for personal gain nor be passed onto others who may use it in such a way.
- Staff members must not have any contact with pupils’ family members through personal social media if that contact is likely to constitute a conflict of interest or call into question their objectivity.
- If staff members wish to communicate with pupils through social media sites or to enable pupils to keep in touch with one another, they can only do so with the approval of the school and through official school sites or learning platforms.
- Staff members must decline “friend requests” from pupils they receive in their personal social media accounts. Instead, if they receive such requests from pupils who are not family members, they must discuss these in general terms in class and signpost pupils to become “friends” of the official school site if there is one.
- On leaving St Bart’s Academy service, staff members must not contact St Bart’s Academy’s pupils by means of personal social media sites. Similarly, staff members must not contact pupils from their former schools by means of personal social media.
Information staff members have access to as part of their employment, including personal information about pupils and their family members, colleagues and other parties and school information must not be discussed on their personal web space.

Photographs, videos or any types of image of pupils and their families or images depicting staff members wearing school uniforms or clothing with school logos must not be published on personal web space.

School email addresses and other official contact details must not be used for setting up personal social media accounts or to communicate through such media.

St Bart's Academy does not permit personal use of social media while at work. Access to social media sites for personal reasons is not allowed between your contracted hours as staff members are expected to devote their contracted hours of work to their professional duties and in practice, personal use of the internet should not be on the school's time.

Caution is advised when inviting work colleagues to be 'friends' in personal social networking sites. Social networking sites blur the line between work and personal lives and it may be difficult to maintain professional relationships or it might be just too embarrassing if too much personal information is known in the work place.

Staff members are strongly advised to ensure that they set the privacy levels of their personal sites as strictly as they can and to opt out of public listings on social networking sites to protect their own privacy. Staff members should keep their passwords confidential, change them often and be careful about what is posted online; it is not safe to reveal home addresses, telephone numbers and other personal information. It is a good idea to use a separate email address just for social networking so that any other contact details are not given away.

Using social media on behalf of St Bart's Academy

- Staff members can only use official school sites for communicating with pupils or to enable pupils to communicate with one another.
- There must be a strong pedagogical or business reason for creating official school sites to communicate with pupils and others. Staff must not create sites for trivial reasons which could expose the school to unwelcome publicity or cause reputational damage.
- Staff members must at all times act in the best interests of children and young people when creating, participating in or contributing content to social media sites.

Disciplinary and Related Action

St Bart's Academy wishes to promote the highest standards in relation to good practice and security in the use of information technology. All pupils, staff, governors, visitors and supply staff agree to uphold the provisions of this policy. Non-compliance may result in loss of access to the school system and referral to staff disciplinary procedures. In exceptional circumstances, where there are reasonable grounds to suspect that an employee has committed a serious criminal offence, the police will be informed and a criminal prosecution may follow.

See Appendix A IT Acceptable Use Policy.