



# EPSOM

## COLLEGE

### **SOCIAL MEDIA POLICY FOR STAFF, PUPILS, PARENTS AND THE WIDER SCHOOL COMMUNITY**

#### **Introduction**

The internet provides a range of social media tools that allow users to interact with one another; share new and events and build communities around shared mutual interests.

While recognising the benefits of social networks, this policy sets out the principles that pupils, staff and the wider school community are expected to follow when using social media.

It is crucial that all stakeholders in Epsom College, including pupils, parents, staff and the public at large have confidence in the school. The principles set out in this policy are designed to ensure that the use of social media is responsibly undertaken and that confidentiality of pupils and staff and the reputation of the school are safeguarded.

**All members of the school community must be conscious at all times of the need to keep their personal and professional lives separate.**

#### **Scope**

This policy applies to Epsom College pupils, staff, parents and the wider school community.

**Under no circumstances may Epsom College logos, crests, typefaces or brands be used or published on any personal web space or on any online or offline medium without prior consent of the Director of Marketing.**

**These are registered trademarks, patents and the intellectual property of Epsom College.**

This policy covers personal use of social media as well as the use of social media for official school purposes, including sites hosted and maintained on behalf of the school.

This policy applies to personal web space such as social networking sites, blogs, chatrooms, forums, podcasts, open access online encyclopaedias, and content sharing sites. The internet is a fast-moving space and it is impossible to cover all circumstances or emerging media – the principles set out in this policy must be followed irrespective of the platform.

#### **Related Policies**

- ICT Acceptable Use Policies for Staff
- Policy on Pupils' Use of ICT, Mobile Phones and Other Electronic Equipment
- Staff handbooks, rules and procedures
- Guidance for Pupils
- Use of the Internet Policy

All of these policies can be found on the College website.

## **Principles – Be Responsible and Respectful**

- Users should be conscious at all times of the need to keep their personal and professional/school lives separate. They should not put themselves in a position where there could be a conflict between the school and their personal interests;
- Users should not engage in activities involving social media which might bring Epsom College into disrepute;
- Users should not represent their personal views as those of Epsom College on any social medium, or post in such a manner that might allow a member of the public to misunderstand their personal views as being those of the College, no matter the intention;
- Users should not discuss personal information about other pupils, members of staff or members of the wider community online;
- Users should not use social media and the internet in any way to attack, insult, abuse or defame pupils, their family members, colleagues, other professionals, other organisations or Epsom College.

## **Personal use of Social Media**

Pupils, parents and members of the wider school community should not identify themselves as members of Epsom College in their personal web space, unless specifically linked to an approved job role within the College community where it serves a purpose to professionally market the school.

This is to prevent information being linked with the school and to safeguard the privacy of staff members, pupils and parents and the wider school community.

Pupils should not have contact through any personal social medium with any member of staff, whether from Epsom College or any other school, other than those mediums approved by the Senior Leadership Team or the Admissions and Marketing Department, unless the staff concerned are family members.

If pupils and members of the wider school community wish to communicate with staff they should only do so through official school sites created for this purpose, which at present are iSAMS, Firefly and GroupWise.

Information that pupils and members of the wider community have access to as part of their involvement with Epsom College, including personal information, should not be discussed on their personal web space.

Photographs, videos or any other types of image of pupils and their families, or images depicting staff members, clothing with school logos or images identifying school premises should not be published on personal or public web space without prior permission from the school.

School email addresses should not be used for setting up personal social media accounts or to communicate through such media.

Staff, pupils, parents and the wider school community should not edit open access online encyclopaedias such as Wikipedia that relate to Epsom College. The source of the correction will be recorded and Epsom College reserves the right to amend these details for their sole purpose.

Epsom College only permits limited personal use of social media by pupils during the school day and at certain times during the evenings.

Pupils and the wider school community should not post images or videos from school events on any public social media site. Images or videos taken at school events, when such permission has been granted by the school, are for the sole and private use of that individual and their use must be in accordance with the GDPR (The EU's General Data Protection Regulations).

The College accepts that some sites may be used for professional purposes to highlight a personal profile with summarised details, eg. LinkedIn. The College would advise that care is taken to maintain an up to date profile and a high level of presentation on such sites if Epsom College is listed.

Staff who run blogging/microblogging sites which have a professional and/or educational status are advised to seek prior approval, as well as guidance and advice, from the Admissions and Marketing Department regarding prudence and endorsement of views if there is any link referencing Epsom College.

### **Using Social Media - Epsom College**

Pupils should only use official school email for communicating with staff, or with other pupils to communicate with one another for the purposes of an educational context. iSAMS, Google Docs, and Firefly VLE are the current platforms by which staff and pupils should communicate and no other medium should be used without careful consideration.

The Admissions and Marketing team have full responsibility for running the school's official website, Facebook, Flickr, Twitter and YouTube sites. No other social media platforms may be set up by any member of the whole school community which have a direct or indirect connection with Epsom College.

Whilst pupils and the wider school community are encouraged to interact with these social media sites they should do so with responsibility and respect.

### **Monitoring of Internet Use**

Epsom College monitors usage of its internet, online content, online services and email services without prior notification or authorisation from users.

Users of Epsom College email and internet services should have no expectation of privacy in anything they create, store, send or receive using the school's ICT system.

### **Breaches of this Policy**

Any breach of this policy that leads to a breach of confidentiality, defamation or damage to the reputation of Epsom College or any illegal acts or acts that render Epsom College liable to third parties may result in legal action, disciplinary action or sanctions in line with the published school policies for staff and pupils.

Guidelines for safe Social Media usage can be found on the following websites:

<http://www.staysafeonline.org/stay-safe-online/protect-your-personal-information/social-networks>

<http://www.childline.org.uk/explore/onlinesafety/pages/socialnetworking.aspx>

[http://www.getsafeonline.org/social-networking/social-networking-sites/#.Uq7\\_0IPs084](http://www.getsafeonline.org/social-networking/social-networking-sites/#.Uq7_0IPs084)