

# Social Media policy



**Drafted by:** Anna Hennell James

**Version Number:** V1.0

The Trustees of Orwell Multi Academy Trust adopted this policy on 15<sup>th</sup> July 2019 following consultation with staff and school representatives of the recognised unions.

**Review Date:** Bi annual

A handwritten signature in black ink, appearing to be "A. Hennell James", is written over a faint circular stamp.

**Signed**  
**Chair of Trustees**

**Date 15<sup>th</sup> July 2019**

**Trust Address:** Halifax Primary School  
Prince of Wales Drive  
Ipswich  
IP2 8PY

**Registered in England and Wales, Company Number: 10650092**

It is advisable to inform your staff about the potential risks to the business through use of social media and set out guidelines for them. ACAS also have helpful guidance on Social Media, which you may also wish to consider (<http://www.acas.org.uk/index.aspx?articleid=3375>)

## **1 Policy Statement**

- 1.1 The purpose of this policy is to provide guidance for staff around the use of social media and make clear the expectations Orwell Multi Academy Trust (OMAT) has of staff in relation to the use of social media. This policy covers the use of all forms of social media including, but not limited to; Facebook, LinkedIn, Twitter, Instagram, Google+, Wikipedia, WhatsApp, Vine, Tumblr, Tinder, Pinterest and all other social networking sites, internet postings and blogs. It applies to use of social media for business purposes as well as personal use that may affect our business in any way.
- 1.2 For the purposes of this policy the term 'staff' includes all staff employed in OMAT schools and the Shared Services team, staff on casual contracts, seconded workers, trainees, agency workers, Trustees and Members.

## **2. Personal use of social media**

Occasional personal use of social media during working hours is permitted so long as it does not involve unprofessional or inappropriate content, does not interfere with your employment responsibilities or productivity and complies with this policy.

## **3. Prohibited use**

- 3.1 Staff must avoid making any social media communications that could damage OMAT business interests or reputation, even indirectly.
- 3.2 Staff must not use social media to defame or disparage any other staff, or any third party; to harass, bully or unlawfully discriminate against staff or third parties; to make false or misleading statements; or to impersonate colleagues or third parties.
- 3.3 Staff must not express opinions on behalf of OMAT via social media, unless expressly authorised to do so by their Headteacher or the CEO.
- 3.4 Staff must not post comments about sensitive work-related topics, such as Ofsted inspection outcomes or do anything to jeopardise the reputation of

OMAT, confidential information and intellectual property. Staff must not include OMAT or school logos in any social media posting or in their profile on any social media.

3.5 Contacts made during the course of your employment which are confidential to the school / Trust should be deleted from your personal social networking accounts on termination of your employment.

3.6 Any misuse of social media should be reported to the Headteacher or CEO

#### **4. Guidelines for responsible use of social media**

4.1 You should make it clear in social media postings, or in your personal profile, that you are speaking on your own behalf. Write in the first person and use a personal e-mail address.

4.2 Be respectful to others when making any statement on social media and be aware that you are personally responsible for all communications which will be published on the internet for anyone to see.

4.3 If you disclose your employment with OMAT on your profile or in any social media postings, you must state that your views do not represent those of your employer (unless you are authorised to speak on our behalf). You should also ensure that your profile and any content you post are consistent with the professional image you present to pupils, parents, the community and colleagues.

4.4 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until you have discussed it with your Headteacher / CEO.

4.5 If you see social media content that disparages or reflects poorly on us, you should contact your headteacher or the CEO.

#### **5. Breach of this policy**

5.1 Breach of this policy may result in disciplinary action up to and including dismissal. Any member of staff suspected of committing a breach of this policy will be required to co-operate with our investigation, which may involve handing over relevant passwords and login details.

- 5.2 You may be required to remove any social media content that we consider to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.