

# Social Media Policy (Staff)

Amended: May 2022

Approved by Trustees: June 2022

Review date: May 2023

Reviewing Panel: Standards, Staffing and Curriculum

## Rationale

Social media is a powerful communication tool that is having a significant impact upon both learning and communication within the wider community of Woodlands School.

To ensure that the lines between personal opinion and the school ethos / values remain clear, we have written the following policy to help clarify how best to protect all staff and their personal and professional reputations when participating in social media activities.

Social media networking is defined as media designed to encourage social interaction and create communications which are highly accessible.

Examples include, but not exclusively, Twitter, Facebook, YouTube, Snapchat, Instagram.

In professional roles, staff are expected to follow the same professional standards online as they would in real life. (Refer [www.education.gov.uk](http://www.education.gov.uk) for further guidance on professional standards).

## Strategies

### **Below is some brief supporting guidance for using Social Media:**

- Staff must not engage in any online activities that may compromise professional responsibilities.
- It is asked that you set your security to the highest level available.
- Do not post information, pictures or videos about Woodlands School, pupils, parents, staff or others that may compromise their or your own professionalism.
- Do not use the Woodlands School logo or letterheads on personal social media sites or use the school name to endorse any products without the Head Teacher's prior permission.
- Staff must not accept pupils or their parents/carers as friends or use social media to send any personal messages to them directly or indirectly –personal communication could be considered inappropriate and unprofessional and may put you or your colleagues vulnerable to allegations.
- Social Media must not be used by staff for personal use when supervising pupils.
- Staff must not communicate electronically about Woodlands School with parents /pupils unless the communication is through the school server.
- Staff must not share any personal information with any pupil (current or former) including personal contact details, personal website addresses/social networking site details. All contact should be through the school email.
- Staff are strongly advised not to add former pupils as 'friends', as they are considered minors until 18 years of age.
- Photographs / videos of pupils, staff or visitors to Woodlands School should have their or their parent's prior written permission before being posted in the public domain.
- Posts on social media sites should protect Woodlands School by remaining professional in tone and with an acceptable content.
- Staff should make it clear in social media postings or in their personal profile, that they are speaking on their own behalf.
- Staff must be conscious at all times of the need to keep their personal and professional lives separate. They should not put themselves in a position where there is a conflict between their work for Woodlands and their personal interests.
- The Head Teacher retains a list of those parent/carers who have objected to or who have placed any restrictions or limitations on the use of images of their child. Staff should familiarize themselves with the names of the pupils on that list. Disciplinary action may well be taken if staff

use, post or publish a photograph or video image of a pupil contrary to the instructions of their parent/carer.

Staff should refer to the Woodlands School acceptable usage policy which is located on the school website for further guidance.

Any concerns about personal Social Media usage will be referred to the Head Teacher in the first instance and where necessary, the Governing Body.



Signed: \_\_\_\_\_  
Head Teacher

Dated: 6<sup>th</sup> June 2022  
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Signed: \_\_\_\_\_  
Chair of Trustees

Dated: 6<sup>th</sup> June 2022  
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