



Hylands
TKAT

Social Media Policy

Hylands School

Working with the Kemnal Academies Trust

	Date	Review frequency/comments
This issue	May 2017	Annually (and any changes to the information occurring during the year should be updated as soon as possible).
Reviewed By	H Lawrence	
Ratified by Governing Body		Pending ratification at the next FGB meeting on 5th July 2017
Next review date	May 2018	

1. Introduction

Hylands School recognises social media* as an important means of communication for the organisation (business use) and something any employee may wish to use in their own personal capacity (personal private use).

This policy outlines the steps all staff must take to ensure that an appropriate

- **separation** is maintained – between the Hylands School’s business use and individual employee personal private use of social media
- **balance** is maintained – between personal freedom of expression and Hyland School’s need to manage reputational risk and protection of its business interests

Employees wishing to use social media in a personal private capacity (i) outside the workplace (ii) outside of work time (iii) on their personal device(s) and/or (iv) from their own personal social media accounts should note:

- While they are not acting on behalf of Hylands in such circumstances, their conduct online can still cause harm to the school if they are recognised online as being an employee
- There remains the possibility of disciplinary action if the terms of this policy are not met

Hylands School has adopted the following social media policy. It applies to all employees and volunteers of Hylands School.

* Social media includes blogs and discussion forums.

- **General Rules**
- **Hylands School official social media accounts**
- **Personal private use of social media**
- **Protecting employee personal information**

2. General Rules

Access to social media on

- Hylands School equipment – is restricted to those authorised to manage the official Hylands social media accounts (see 3. below)
- Personal devices – must only occur outside working hours, i.e. before and after work, or at lunch or break times unless staff are on duty at such times

When using social media, employees must **not**

2.1. conduct themselves in a way that is potentially detrimental to Hylands or which brings the school (or its staff, clients and parent, suppliers and partners) into disrepute.

- Examples include posting or liking images, video clips or links to other content that are inappropriate

2.2. make any derogatory, offensive, discriminatory, untrue, negative, critical or defamatory comments about Hylands School, its staff, clients and parent, suppliers and partners.

- This includes any information which may enable someone to identify or recognise someone else, or attempt to identify someone else

2.3. make any comments that could constitute unlawful discrimination, harassment or bullying contrary to the Equality Act 2010 or post any images or video clips that are discriminatory or which may constitute unlawful harassment or bullying.

- 2.4. allow their engagement with social media to harm working relationships with or between staff, clients and parents, suppliers and partners.
 - Examples include criticising or arguing with such persons
- 2.5. use social media as a method of sharing (for work purposes) or otherwise disclosing personal information about staff, clients and parents, suppliers and partners.
 - This includes any information which may enable someone to identify or recognise someone else, or attempt to identify someone else;
- 2.6. disclose any trade secrets or confidential, proprietary or sensitive information belonging to Hylands, its staff, clients and parents, suppliers and partners, or any information which could be used by one or more of Hylands' competitors.
 - Examples include information about Hylands' work, products and services, proposed bids, business plans or staff morale
- 2.7. maintain the publication of any content that breaches this policy if asked to withdraw publication by the school.

3. Hylands School official social media accounts

The administrator of the school's website will also manage Hylands' official social media accounts:

He/she will have approved guidance on publishing information via social media. This will include, as a minimum, guidance on

- Securing any required copyright or consent in order to publish information and/or images
- The controls in place to check information and data before publication, to reduce the risk of an accidental disclosure of personal, personal sensitive or business sensitive information

All requirements to publish information via social media for Hylands' purposes must be made to the relevant person outlined above. Employees must not masquerade as an official or other formal Hylands social media account.

4. Personal private use of social media

Use of social media outside of work time, on personal devices and/or from an employee's own personal social media account will not remove the possibility of disciplinary action.

Any intended personal private use of social media must be conducted with the highest privacy settings available – i.e. attempts must be made to restrict the account, for example, so access to the account is limited – with deliberate consideration of your actual or potential followers and/or connections.

For example, a 'personal' account that can in fact be accessed by colleagues, friends, family, the wider public and others using social media would not be considered as purely for personal private use, and your conduct on such an account must adhere to the General Rules outlined at section 1 above.

5. Protecting employee personal information

Staff must be aware of their own personal online security when using social media.

Staff should take appropriate steps to reduce the risk of

- **identity theft** – by using any available privacy settings to ensure that access to their account is limited
- **their other online accounts being compromised** – by not posting passwords, or any personal information that has been used as a password (or part of a password) such as birthdays, place of birth, names of spouse, children and/or pet*

* Such personal information should not be used as a password for any Hylands School system or account.