

Emerging Technologies (including Social media) policy

Executive summary

The aim of this policy is to provide a framework for pupils and staff at St Andrew's Prep to use the opportunities provided by new technology and social media safely, and to ensure that the reputation of the school, its employees and its pupils are protected. St Andrew's Prep already has a number of controls to protect pupils and staff, eg filtered networks, an acceptable ICT use policy, cyberbullying etc. and this policy is in addition to these controls.

This policy will have regard to the Government (DfE) guidance in the following documents:

- [Keeping Children Safe in Education \(KCSIE\) Statutory Guidance for Schools and Colleges, Sept 2019](#)
- [St Andrew's Prep policies listed at the end of this document](#)

Introduction

The Internet provides a range of social networking and communication tools (hereafter referred to as 'social media') that allow users to interact with one another, for example from rediscovering friends on social networking sites such as *Facebook* to keeping up with other people's lives on *Twitter* and *Instagram*, keeping in touch via *What's App* and maintaining pages on Internet encyclopaedias such as *Wikipedia*.

The widespread availability and use of social media brings opportunities to understand, engage and communicate with audiences in new ways. It is important that St Andrew's Prep and its community are able to use these technologies and services effectively and flexibly. However, while recognising the benefits of these opportunities for communication, it is vital that this is balanced with protecting corporate and individual reputations. This policy sets out the principles that St Andrew's Prep staff and the wider community are expected to follow when using emerging technologies including social media.

It is crucial that pupils, parents and the public at large have confidence in the school's decisions and services. The principles set out in this policy are designed to ensure that all staff members use social media responsibly so that confidentiality of both pupils and staff and the reputation of St Andrew's Prep are safeguarded. Guidelines for pupils are also included.

All members of the St Andrew's Prep community must be conscious at all times of the need to keep their personal and professional lives separate.

This policy and associated guidance aims to protect and inform staff and pupils and advise senior school management on how to deal with potentially inappropriate use of social media.

Scope

This policy applies to St Andrew's Prep staff, parents and the wider school community. (Hereafter collectively referred to as social media 'users'). References to staff includes teachers, support staff,

peripatetic staff, supply staff, governors, contractors and volunteers. References to pupils means all pupils registered at St Andrew's Prep.

If anyone has any queries about this social media policy, please refer them to the Director of Marketing (DMC) or Digital Marketing Officer (DMO) in the first instance.

It 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 St Andrew's Prep.

This policy applies to personal webspace such as social networking sites (for example *Facebook*, *Instagram*, *Snapchat*), blogs, microblogs such as *Twitter*; chatrooms, forums, podcasts, open access online encyclopaedias such as *Wikipedia*, social bookmarking sites such as *del.icio.us* and content sharing sites such as *flickr* and *YouTube*.

The Internet is a fast moving technology and it is impossible to cover all circumstances or emerging media - the principles set out in this policy must be followed irrespective of the medium. Whilst every attempt has been made to cover a wide range of situations, it is recognised that this policy cannot cover all eventualities. There may be times when professional judgements are made in situations not covered by this document, or which directly contravene standards outlined in this document. It is expected that in these circumstances staff will always advise the headmaster of the justification for any action proposed or already taken.

Objectives

This policy aims to:

- Assist staff and pupils to work safely and responsibly with the Internet and other communication technologies, and to monitor their own standards and practice
- Set clear expectations of behaviours and / or codes of practice relevant to social networking for educational, personal or recreational use
- Give a clear message that unlawful or unsafe behaviour is unacceptable and that where appropriate, disciplinary or legal action will be taken
- Minimise the risk of misplaced or malicious allegations against adults or pupils
- Prevent adults abusing or misusing their position of trust.

Related St Andrew's Prep policies

This policy should be read in conjunction with key school policies as listed at the end of this document.

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 never put themselves in a position where there is a conflict between the school and their personal interests.

Users should not engage in activities involving social media which might bring St Andrew's Prep into disrepute.

Users should not represent their personal views as those of St Andrew's Prep on any social medium.

Users should not discuss personal information about pupils, other staff, St Andrew's Prep or the wider community on social media.

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 St Andrew's Prep.

While the wider school community are encouraged to interact with these emerging social technology sites they should do so with responsibility and respect.

Basic editorial principles for all

- There should be no attempt to humiliate or belittle any member of the School community
- There should be no attempt to undermine or harm the reputation of the school
- There should be no gratuitous use of foul and/or abusive language or reference to gratuitous violence.
- There should be nothing which could be construed as racist, abusive, homophobic, sexist or as an attempt to malign any minority group or any individual based on designated characteristics

Personal use of social media – staff

Staff are not permitted to use social networking applications for personal use during work time in a manner which detracts from their effectiveness or productivity or in a manner where others observing their behaviour may draw that conclusion, unless permission has been given by the headmaster.

School e-mail addresses must not be used for setting up social media accounts or for communicating through such media. The only exception to this is for the professional networking sites such as, LinkedIn. This site should be operated in a manner where the email address is hidden from the profile page.

Staff and members of the wider community should not identify themselves as members of St Andrew's Prep in their personal web-space, unless specifically linked to an approved job role within the school community where it serves a purpose to professionally market the school. This is to prevent information on these sites from being linked with St Andrew's Prep and to safeguard the privacy of pupils, parents, staff members and the wider school community.

Staff must not have contact through any personal social medium with any pupil unless the individuals concerned are family members. School email accounts must always be used by staff to pupil member and text messages only exchanged where there is a justifiable reason with regards to the exercising of duty of care (eg school trip).

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.

Staff members must decline 'friend requests' from pupils they receive in their personal social media accounts, until such time as the pupil ceases to be a pupil at the school and in addition, is over the age of 18.

Information that staff and members of the wider school community have access to as part of their involvement with St Andrew's Prep, 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, clothing with St Andrew's Prep branding or images identifying school premises should not be published on personal or public web space without prior permission from the school.

Staff must monitor who is allowed to view the content on their personal social media pages and understand how to restrict access to specific sets of people so they do not bring themselves professionally, or the school corporately into disrepute.

Staff and the wider school community should not edit 'open-access' online encyclopaedias such as *Wikipedia* on behalf of St Andrew's Prep or using a school email address. Staff are discouraged from editing encyclopaedias in a personal capacity.

Staff and the wider St Andrew's Prep community should not post images of videos from school events on any social media site without the written permission of the Director of Marketing and Communications (DMC). Importantly, the Marketing department holds an up-to-date register of parents who have withheld permission for images of their children to be used in PR material.

Images or videos taken at school events by pupils or parents, when 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 Data Protection Act 1998 (GDPR 2018). However, such images or videos may be used by the school Marketing Department if written permission is granted by the individual who has taken them and they do not feature pupils whose parents have withheld permission for their images to be used for these purposes.

Staff and members of the wider school community 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. All users should keep their passwords confidential, change them often and be careful about what is posted online. Home addresses, telephone numbers and other personal information should not be revealed on social media.

Staff and members of the wider school community should not edit open access online encyclopaedias such as *Wikipedia* in a personal capacity. The source of the correction will be recorded and St Andrew's Prep reserves the right to amend these details for their sole purpose.

Staff should be aware that if their out-of-work activity causes potential embarrassment to St Andrew's Prep or detrimentally affects the school's reputation or the reputation of a colleague, disciplinary action may be taken.

Staff should be aware that anything which has a reputational impact on the school or members of its community, will be acted upon by the school, regardless of whether this was done through the school network or not and regardless of where the act originated.

Staff who run blogging/microblogging sites which have a professional and / or educational purpose should seek advice from the Director of Marketing and Communications for the Eastbourne College Charity or the St Andrew's Prep Marketing department if there is any link to St Andrew's Prep. This advice must be sought before new blogging/microblogging sites are set up.

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

Using emerging technologies/social media on behalf of St Andrew's Prep

The St Andrew's Prep marketing team has full responsibility for the running of the school's official website, and social media channels including Facebook, YouTube, Vimeo and LinkedIn accounts and others it may set up.

The creation and use of any other St Andrew's Prep branded social media accounts must be authorised by the Deputy Head Pastoral and Director of Marketing and Communications (see Appendix A).

For those staff who have permission to post material to approved social media accounts, staff must comply with the editorial principles outlined above.

Under no circumstances may St Andrew's Prep logos, crests, typefaces or brands be used or published on any personal web space or on any online or offline medium without prior written consent from the Director of Marketing and Communications for the Eastbourne College Charity. These are registered trademarks and the intellectual property of Eastbourne College Charity.

Pupils are discouraged from using social media in any circumstances, as most social media channels have a minimum age of 13 to register. Whilst ex pupils, parents, staff and members of the wider College community are encouraged to interact with official St Andrew's Prep social media accounts, they should do so with responsibility and respect.

Guidelines for school pupils using emerging technologies

Any pupil using social media sites, such as Facebook must adhere to the basic principles outlined for staff. Unless specific permission has been granted by the School, and even if these sites are being accessed by personal devices which lie outside the control of the School network, individuals must make it clear that they are writing in a personal capacity and must not represent their views as being those of the school. Anything which is posted or written which brings the school (or members of the school) into disrepute may result in serious disciplinary sanctions. Photographs, videos or any other types of images 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.

Pupils cannot upload any material on behalf of the school to public sites such as YouTube, Instagram, Snapchat, Facebook or Flickr. All material must be sent to the Marketing department for uploading.

Pupils are not allowed to create an 'official' blog, twitter page or any other equivalent page relating to school trips, sports results, houses or any topic regarding the school. Permission **MUST** be sought, in the first instance, from the Director of Marketing and Communications.

Pupils should not have contact through any personal social medium with any member of staff from St Andrew's Prep or any other school, unless the staff concerned are family members.

If pupils wish to communicate with staff they should only do so through official school sites created for this purpose, which at present are school email addresses and applications run through Microsoft Office 365.

Information that pupils and members of the wider community have access to as part of their involvement with St Andrew's Prep, including personal information, should not be discussed on their personal web space. Pupils should safeguard the privacy of staff members, other pupils, parents and the wider school community.

St Andrew's Prep wifi only permits limited personal use of social media by pupils during the school day and at certain times during the evenings. This system is structured in an age-appropriate way.

The school has a duty to report any criminal act or material to the relevant authorities.

Anything which is posted or written which brings St Andrew's Prep (or members of the school) into disrepute may result in serious disciplinary sanctions.

Guidelines for school parents using emerging technologies

While it is acknowledged that the school has no control on how parents use emerging technologies, the school encourages positive engagement by our parents on the different social media channels. It is expected that parents will behave respectfully when adding comments on the official school social media channels.

The school would appreciate that when a parent has a concern, that they raise it directly with the school via the DMC or Marketing Manager. The school wishes to work with parents to resolve any concerns. The school discourages parents from venting their grievances in online forums. Should a parent post something unpleasant that brings the school into disrepute, the school will ask the parent to remove the content. Where posts are threatening or abusive, firm action will be taken and may involve third party authorities.

Monitoring of Internet use

St Andrew's Prep monitors usage of its Internet, online services, online content and email services without prior notification or authorisation from users.

Users of St Andrew's Prep 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, or defamation or damage to the reputation of St Andrew's Prep and its employees or any illegal acts or acts that render St Andrew's prep liable to third parties may result in disciplinary action or sanctions in line with the published policies for pupils and staff.

Guidelines for safe emerging technologies usage can be found on the following websites:

<https://staysafeonline.org/>

<https://www.childline.org.uk/get-involved/childline-social-media/>

<https://www.getsafeonline.org/social-networking/>

Legal framework

St Andrew's Prep is committed to ensuring that all staff members provide confidential services that meet the highest standards. All individuals working on behalf of the school are bound by a legal duty of confidence and other laws to protect the confidential information they have access to during the course of their work. Disclosure of confidential information on social media is likely to be a breach of a number of laws and professional codes of conduct, including:

- the Human Rights Act 1998
- Common law duty of confidentiality
- the Data Protection Act 1998 (GDPR 2018).

Confidential information includes, but is not limited to:

- Person-identifiable information, eg pupil and employee records protected by the Data Protection Act 1998 (GDPR 2018)
- St Andrew's Prep or Eastbourne College Charity business or corporate records containing organisationally or publicly sensitive information
- Any commercially sensitive information such as information relating to commercial proposals or current negotiations
- Politically sensitive information.

Staff members should also be aware that other laws relating to libel, defamation, harassment and copyright may apply to information posted on social media, including:

- Libel Act 1843
- Defamation Acts 1952 and 1996
- Protection from Harassment Act 1997
- Criminal Justice and Public Order Act 1994
- Malicious Communications Act 1998
- Communications Act 2003, and
- Copyright, Designs and Patents Act 1988
- Freedom of Information legislation
- Safeguarding Vulnerable Groups Act 2006
- Human Rights Act 1998
- Common law duty of confidentiality
- Data Protection Act 1998 (GDPR 2018)

This policy should be read in conjunction with the following St Andrew's Prep policies:

Child protection and safeguard policy
Photography and filming policy
Mobile phone and mobile devices policy (staff)
Mobile phone and mobile devices policy (pupils)
Code of conduct policy (staff)
Code of conduct policy (pupils)
ICT acceptable use policy (staff)
ICT acceptable use policy (pupils)

Appendix A – Requirements for creating social media sites on behalf of St Andrew's Prep

Staff members participating in social media for work purposes are expected to demonstrate the high standards of behaviour as when using other media or giving public presentations on behalf of St Andrew's Prep. It is recognised that some forms of social media communications are excellent tools for teaching and learning and are an effective way for the school to engage with the community and its audiences, including pupils, prospective parents, parents and Old Androvian members. Social media accounts can provide our audiences with more bespoke channels for information and conversation but it is not a light undertaking. It is essential that their use is considered carefully in advance to ensure that the school is conveying the correct messages and that all members of the school community are kept safe.

Staff members must conform to the basic editorial principles outlined in the main document.

Creating an account

Prior to creating an account or site, careful consideration must be given to the purposes for using social media and whether the overall investment is likely to be worthwhile for achieving the proposed outcome. Social media accounts can provide our audiences with more bespoke channels for information and conversation but it is not a light undertaking.

The Director of Marketing and Communications or Digital Marketing Officer can provide advice about whether social media is the best format and within that, the most effective form of social media.

The creation and use of any other St Andrew's Prep branded social media accounts must be authorised by the Deputy Head [Pastoral](#) and Director of Marketing and Communications for the Eastbourne College Charity.

Once approval has been gained from the Deputy Head [Pastoral](#) and Director of Marketing and Communications, the proposed audience and level of interactive engagement with the account/site, for example whether pupils, staff or members of the public will be able to contribute content to the site must be discussed with the Director of Marketing and Communications. The Director of Marketing and Communications will consult with appropriate staff.

It is anticipated that most 'departmental' social media sites will have restricted access by a closed group of invited individuals and not be open to the general public. It is recommended that people can 'request' to join or follow certain groups, and these can be approved by the person/people managing the

account. Staff should only post material, such as pictures and videos, for which they own the copyright or have the express permission of the creator to use.

When posting images, including film, staff should adhere to the St Andrew's Prep Photography and Filming policy.

If a school department has new or information relevant to the general public this should be forwarded to the Marketing Department for posting on the St Andrew's Prep official social media accounts.

Social media accounts for school business should be professional or departmental in use and appearance. This should be made obvious within the heading or title of the account and by the nature of its use.

The person/people managing the account should be made clear to its users/followers. The log-in details for a departmental account should be shared with at least one colleague to provide business continuity and act as a safeguard.

Staff members must consider how much time and effort they are willing to commit to the proposed social media account/site. They should be aware that maintaining a site is not a one-off task, but involves a considerable amount of commitment, both in term time and the holidays.

The head of department of staff must take overall responsibility to ensure that enough resources are provided to keep the account/site refreshed and relevant. It is important that enough staff members are trained and are able to maintain and moderate a site in case of staff absences or turnover.

There must be a careful exit strategy and a clear plan from the outset about how long the account/site will last. It must not be neglected, creating a potential risk to the school's brand and image.

The dos and don't for staff using social media at St Andrew's Prep

Social media should not be treated differently from other forms of communications. Key questions to ask are:

- Would the school be comfortable if the statement appeared in the media?
- Could the comment provoke an adverse reaction from people reading it?
- Does the person posting have the rights and permission to communicate the information to the public?

Do

- Use social media to positively promote the brand of St Andrew's Prep and to promote a dynamic and fresh image of the school.
- Be transparent and genuine
- Adopt the correct tone – do not use slang, poor grammar, poor spelling, or 'text' speak.
- Post often but not just for the sake of it. A careful balance needs to be struck between quality and quantity. A steady stream of posts is far better than posting something and then leaving the site for a few weeks.
- Be passionate about what you do and reflect it in posts.
- Add value, share your insights and tips.

- Interact – sometimes post questions or ask for opinions to spark debate.
- Respond to posts in a reasonable time frame but it is unlikely that you can monitor the account 24 hours a day.
- Link to other websites, pictures, blogs etc.
- Make use of moderation and security tools. If relevant, limit membership/viewing to a group or ensure publicly visible communications are appropriate.

Don't

- Create a social media account without the permission of the DMC and Deputy Head [Pastoral](#).
- Use personal social media accounts for school purposes – create professional or departmental accounts for classroom, engagement or marketing use.
- 'Follow', 'like' or 'friend' pupils from a personal social media account.

Finally

Consideration must also be given to how the success of the site will be evaluated to assess whether the account/site has achieved the proposed objectives.

The person in charge of the site must send a brief annual report to the DMC and Deputy Head [Pastoral](#) each summer stating:

- Is the site still running?
 - What is the current purpose and level of access?
 - If it is not running why not and have all necessary measures been made to closed it down?
- Any other points of note.

ANNEXE: St Andrew's Prep's social media channels

St Andrew's Prep has official profiles on:

- Facebook @StAndrewsprepEB
- LinkedIn /st-andrew-s-prep
- YouTube: search St Andrew's Prep
- Vimeo: search St Andrew's Prep

These profiles are managed by the Marketing department and any queries should be addressed to them. The purpose of the St Andrew's Prep's official social media profiles (as detailed above) is:

- to share positive stories about the school community
- to share stories that are in line with the school's ethos and objectives
- to engage with the relevant target audiences
- to raise the profile of the school in a positive manner and ultimately
- to encourage recruitment.

Stories of general interest from the academic departments and from sport and the creative arts that are highly positive or in the public interest should be sent to the Marketing department for posting on these social media channels.

For any queries related to online or social media issues, please contact Cristina Muñoz
cmunoz@eastbourne-college.co.uk

August 2019