



## **LEE Hurst Swan**

### **SOCIAL MEDIA POLICY**

**Reviewed in October 2017 by the Headmaster**

**This policy applies to the whole school including EYFS**

#### **Introduction**

Social media is one of the most powerful methods of communication in the modern world and is one which can have a significant impact on both organisational and professional reputations. The Social Media Policy of Leehurst Swan is aimed at protecting the personal and professional reputations of staff who choose to participate in social media.

Both in professional and institutional roles, employees are expected to follow the same behavioural standards online as they would in the real world. The same laws, professional expectations, and guidelines for interacting with colleagues, students, parents, alumnae, donors, media, and other school constituents apply. Employees are accountable for any institutionally related content they post to social media sites.

This policy applies to all employees of Leehurst Swan School.

#### **Definition**

Social media is defined as media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques online. Examples include, but are not limited to, LinkedIn, Facebook, Twitter, YouTube, Flickr, and MySpace.

#### **Best Practice**

The Registrar and her assistant are the only designated persons to post on the official school sites. In her absence, a designated person will be established by the Headmaster. However, the Guidelines below may be helpful for anyone posting on social media sites in any capacity.

- Think twice before posting. Privacy does not exist in the world of social media. Consider what could happen if a post becomes widely known and how that may reflect both on the poster and the School. Search engines can turn up posts years after they have been created, and comments can be forwarded or copied. If you are unsure about posting something, or responding to a comment, ask the Headmaster for input.
- Strive for accuracy. Check your facts before posting them on social media. Review content for grammatical and spelling errors.
- Be respectful. Understand that content contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the poster and/or the School and its institutional voice.
- Be active. Social media presences require diligent care and attention. An effective social media site requires regular updates and fresh or engaging content.
- Consider your audience and its potential reaction to your content. Be aware that a presence in the social media world is, or easily can be, made available to the public at large. This includes prospective students, current students, alumnae, parents, current employers and colleagues, and peers. Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups. Check with the Headmaster if in doubt.

#### **Policies for All Social Media Sites**

- Protect institutional confidential and proprietary information: do not post confidential or proprietary information about the School, its students, employees, parents, or alumnae. Employees who share confidential information do so at the risk of disciplinary action or termination.
- Adhere to all applicable School regulations, policies (especially the School E Safety Policy), and procedures: use social media in a manner that complies with School regulations, policies, and procedures, including but not limited to: School Staff Handbook and its policy governing access to and the use of School Information Technology resources.
- Because of the dangers of contacting pupils via social network sites, (facebook, myspace etc), private e-mail and text messaging, staff should not use these means of communication with pupils, in or out of school, or allow pupils to access their information.
- Adhere to copyright and fair use law: when posting, be aware of the copyright and intellectual property rights of others and of the School. Questions about fair use or copyrighted material should be directed to the Bursar's Office.
- Do not use School logos, any use of Leehurst Swan School logos, or other images, must have prior approval. Do not use official logos, or any other School images or iconography on personal social media sites. Do not use the Leehurst Swan name to promote a product, cause, or political party or candidate. Questions should be directed to Headmaster.
- Do not write about the school in any way that could lead to it being identified. Remember the school has a unique place in the independent sector in Salisbury, e.g. "A year 11 boy at an independent school in Salisbury" = a Leehurst Swan boy!
- Be especially careful about the settings on your pages. Do you want your content copied and transferred over the world? Do you want all to be able to see family and other photos? You are a professional and you cannot pretend life outside school is totally separate from your employment.
- Respect School time and property: School computers and time on the job are reserved for School-related business as approved by Senior Management Team and in accordance with the School's policy governing access to and the use of School Information Technology resources.
- Be aware of terms of service: comply with the terms of service of any social media platform used. Note: Posting of School-related content to personal accounts on social media sites may also be subject to this policy.
- On personal sites, identify your views as your own. Do not identify yourself as a Leehurst Swan member of staff online. It should be clear that the views expressed are not necessarily those of the institution.

### **Institutional Social Media Policies**

The following policies apply, in addition to all policies and best practices listed above:

- Acknowledge who you are: if you are representing Leehurst Swan School when posting on a social media platform, acknowledge this.
- Use approved photos and School logos: your School social media presence must use photos that accurately depict the school.
- Have a plan: Departments should consider their messages, audiences, and goals, as well as a strategy for sending information to the Registrar to place on social media sites. The Registrar can assist and advise you with your planning.
- Protect the institutional voice: posts on social media sites should protect the School's institutional voice by remaining professional in tone and in good taste.

### **Non-Compliance**

Non-compliance with this policy may result in any or all of the following:

Removal of posts or social media accounts; and

Corrective or disciplinary actions and sanctions, as defined in the Staff Handbook.