



LONGBENTON HIGH SCHOOL

Social Networking Policy

RESPONSIBILITY:	Headteacher
IMPACT ASSESSMENT:	LA
GOVERNING COMMITTEE:	Staffing Sub-Committee
REVIEWED:	2013
RATIFIED:	2013
WEBSITE:	Yes

This document sets out the policy of Longbenton High School on the use of computer based social networking communication and aims to set clear expectations of professional behaviour when engaging in such activities.

Introduction

- 101 Social networking and its development has become, in recent years, an increasingly important feature of modern communication between individuals, but also in terms of business and organisational communication. The expansion of such networks on the internet has transformed ways we interact and the school views this as a positive opportunity for closer communication with parents and other stakeholders within the community.
- 102 Though this technology brings with it new and exciting methods of communication, it also brings with it increasing risks relating to appropriate usage. It is therefore important that as a school we develop systems to embrace this technology safely when engaging with our stakeholders in the community, as part of an effective communication strategy. It is therefore important that we balance activities to take into account legal requirements, the reputation of the school and our partners and ensure that any activities are within agreed principles.
- 103 This policy has therefore been developed to accompany the school's E-learning policy as agreed by the Governing Body. Though this latter policy concentrates on the development of social media and networking within a teaching and learning related environment, this specific policy has been adopted to offer additional clarity in relation to personal usage, both within and outside of school.

Defining social networking

- 201 For the purpose of this policy, social networking can be defined as¹:

“Web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system.”

- 202 This definition is commonly used to include websites which allow people to interact with each other in some way – by sharing information, opinions, knowledge and interests. Examples evidenced by ACAS include:
- Facebook – a social networking service where users create personal profiles, add other users as friends and exchange messages.
 - Twitter - a micro blogging service enabling its users to send and read publicly visible messages called tweets and subscribe to other users' tweets.

¹ Boyd and Ellison: Journal of Computer Mediated Communication (2007)

- LinkedIn – a business-related social networking site mainly used for professional networking.
- MySpace – an online community of users' personal profiles. These typically include photographs, information about personal interests and blogs.

203 This list is not exhaustive and would include other web based services such as personal websites, blogs, message boards, dating websites, photo document and video sharing websites and micro blogging services.

Aims & Objectives

301 The purpose of this policy is to ensure that personal usage of social networking sites promotes safer working practice and in doing so will minimise the risk of misplaced or malicious allegations made against workers within school. It will also act as a preventative measure in relation to workers misusing their position of trust and in doing so reduce the potential risk to the school (both legal and to its reputation) and to staff within school through a requirement that they follow an agreed set of principles in their usage of social networking.

302 In addition it will ensure clarity between information issued on behalf of the school by a member of staff (covered by the school E-learning policy) and information released through general usage of social networking sites.

Scope

301 This document will be made available to all staff (as defined below) engaged in school who will then be expected to familiarise themselves with the principles covered within this policy. Where these principles are not adhered to then the school reserve the right to take appropriate action, in the following manner:

- Where they are an employee - reference may be made to the school disciplinary policy and procedure to determine appropriate action.
- Where they are an agency worker - reference may be made to the agency for their withdrawal and a request made for the agency to consider its own procedures relating to conduct.
- Where they are acting under a "contract for service" - reference may be made to the obligations within the relevant contract with the school.

302 This document does not replace or take priority over advice relating to other policies issued around safeguarding or IT security issues (email, ICT and data protection policies), but is intended to both supplement and complement any such documents.

303 This policy should also be read in conjunction with the school's E-learning policy, together with the following school documentation:

- Equality policy
- Child protection policy
- Disciplinary policy and procedures
- Guidance for Safer Working Practice for Adults who Work with Children and Young People
- Staff Code of conduct

304 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, or which directly contravene the standards outlined in this document. It is expected that in these circumstances school staff will always advise the Headteacher of the justification for any such action already taken or proposed. The Headteacher will in turn seek advice from the school Link HR Advisor where appropriate.

Principles

401 Though use of social networking sites not related to school based activities does not require approval, it is expected that workers covered by this policy will follow the following principles while engaged in such activities:

- Where it is intended to use social networking sites for an activity on behalf of school, you should ensure you have received approval from a member of the Senior Leadership Team prior to undertaking such activities.
- Communication between adults and students by whatever method, should take place within clear and explicit professional boundaries as agreed by the school Senior Leadership Team (e.g. the school based Learning Platform), conforming with the requirements of equalities legislation in such communications. Any digression from such boundaries should be reported to your line manager.
- Personal use of the internet, including access to social networking sites, will be permitted on designated school based equipment (where available) either before or after work or during designated lunch periods. Non work related access during work time is not permitted unless prior approval has been granted by a member of the Senior Leadership Team. Usage should not involve any breach of copyright, or promote any financial, commercial, business, or political interests.

- All staff, particularly those new to the school setting, should review their social networking sites when they join the school to ensure that information available publicly about them is accurate and appropriate (e.g. photographs that may cause embarrassment to themselves, colleagues and the school if they are published outside of the site). They should also review their security settings regularly.
- Confidentiality needs to be considered at all times through ensuring that staff do not release any confidential information about themselves, the school or its partners, students or other stakeholders within the community.
- Assigning a school student as a 'friend' on their social networking page is prohibited, and caution should be taken regarding becoming 'friends' with ex-students where siblings continue to attend the school. In addition, staff should never use, access, or become a "friend" of the social networking pages of students on the roll of the school.
- Staff who comment upon policies relating to school should highlight their connection to the school, making it clear that comments are their own personal views or opinions and not representative of those of the school unless such comment has received prior approval by a member of Senior Leadership Team.
- When using social media sites, when not in use for school business, you should refrain from using a work based e-mail contact address (such as .blearning.com) or the school logo unless prior approval has been granted by the school Senior Leadership Team.
- While commenting within social networking sites, remarks must never be derogatory or offensive, contravene the Data Protection Act, reflect negatively on your professionalism, or have the potential to bring the school into disrepute².
- There will be occasions when there are social contacts between students and staff, where for example the parent and teacher are part of the same social circle. These contacts however, will be easily recognised and should be openly acknowledged with the Headteacher where there may be implications for the adult and their position within the school setting.
- All staff have a responsibility to report any unsuitable material uncovered relating to staff activities within a social networking site to the Headteacher, who will determine the appropriate action inclusive of reporting to external agencies.

² To limit risk to inadvertently releasing confidential information workers should give consideration to reviewing privacy settings within social medial networks to limit access and availability of information and comments.

Review of policy

- 501 Due to the ever changing nature of information and communication technologies the Governing Body of Longbenton High School have agreed to review this policy annually and, if necessary, more frequently in response to any significant new developments.