



SOCIAL MEDIA POLICY FOR STAFF AND VOLUNTEERS

JULY 2019

Date approved by ST NICHOLAS OWEN MULTI-ACADEMY COMPANY Directors	15th July 2019
Next review date	July 2020
Body responsible for review	Board of Directors

Saint Nicholas Owen Catholic Multi Academy Company

Social Media Policy for Staff and Volunteers

This Social Media Policy has been approved and adopted by Saint Nicholas Owen Catholic Multi Academy Company on 15th July 2019 and will be reviewed again in July 2020.

Signed by the Chair of the Academy Company:

Academy to which this policy relates:

Signed by the Chair – St Ambrose Catholic Primary School:

Signed by the Chair of – St Joseph's Catholic Primary School:

S. L. Price

Signed by the Chair of – St Mary's Catholic Primary School:

Signed by the Chair of – St Wulstan's Catholic Primary School:

Signed by the Chair of – Hagley Catholic High School:

Signed by the Chair of – Our Lady of Fatima Catholic Primary School:

Social Media Policy for Staff and Volunteers

1.0 Data Information and Confidentiality

St Nicholas Owen Multi Academy Company recognises the importance of careful handling, storage, use, retention, disclosure, sharing and disposal of data or information obtained by us in the course of our work. **(See approved Data Protection Policy 2018)**

Consequently, we are committed to keeping information obtained in the course of our work confidential with respect to any identifiable individual, small groups of individuals or commercially sensitive information relating to the company or its schools or any third parties with whom we work.

In accordance with Section 124 of the Police Act 1997, Disclosure of information is only passed to those who are authorised to receive it in the course of their duties.

Disclosure of information is only for the specific purpose for which it was requested and for which the child's or parents full consent has been given. Other personal data is only disclosed or used with the prior consent of the individual concerned except in circumstances permitted by law or where such data is already in the public domain.

We allow individuals or their legal guardians to inspect personal information we hold about them other than that provided in confidence by third parties:

2.0 Purpose of the Social Media Policy

In line with the Company's policy on Data Protection, this operational policy outlines St Nicholas Owen Multi-Academy Company's ('the Company') expectations of employees and volunteers on conduct when using social media. We recognise that employees and volunteers may use social media tools to connect with children, parents and other stakeholders and to share information about a school or the Company.

Each school Academy Committee will devise their own local social media procedure based on this policy.

If you are acting on behalf of or seeking to promote the Company or its schools using personal or organisational social media accounts always use sound judgement and follow the procedure below:

3.0 Scope

For the purposes of this procedure, social media is defined as any online interactive communication tool which encourages participation and exchanges. Current examples include Twitter, Facebook, YouTube, Skype, Instagram, Pinterest, Yammer and LinkedIn.

4.0 Guidelines for staff and volunteers

We want our staff and volunteers to support the work of the Company and its schools and promote education, teaching and learning and adopt an optimistic and positive approach to maintaining and developing our reputation. This policy guides staff and volunteers on how they participate on social media through their personal accounts and company and school related accounts.

5.0 Whilst at work

You should not access personal social media accounts using work devices unless approved by the school Principal. We expect staff to use their personal social media outside working hours or at a designated break time.

6.0 Roles and responsibilities

St Nicholas Owen Multi-Academy Company expects all staff and volunteers to act responsibly and not to bring the Company or its schools into disrepute, through the use of social media. Maintaining the reputation of the Company and its schools plays a crucial part in ensuring the success of the organisation. Comments about the Company its schools, staff members, parent or guardian or any person associated with the school or Company which are negative can have serious unintended consequences therefore it is important to remember what staff and volunteers say about their working environment even on personal social media sites can reflect upon St Nicholas Owen Multi-Academy Company and its schools. All staff and volunteers must exercise discretion over whether what they are posting is an appropriate place for discussion of work related matters.

Privacy and disclosure procedure

When posting to personal social media about work related matters please remember that you are voicing your own personal opinions and ensure where possible, you make clear to your readers that the views you express are yours alone and that they do not necessarily reflect St Nicholas Owen Multi-Academy Company's or individual school views.

You should not connect with children or parents through your personal social media. If they request to connect with you, you must not accept current pupils or former pupils under the age of 21 years.

However, there are circumstances when making contact via work based social media is necessary to the efficient functioning and promotion of the school and the Company.

Permissible connections for example, are those that promote approved activities taking place at school or off site. In the case of a child, the parent must have given written approval prior to any attempt to make contact. In the case of parents and carers prior consent should have been given before contact is made.

Non-permissible contacts for example include personal social arrangements with families of pupils still at school.

You must not post any sensitive or confidential information about the Company or its schools this may include:

- Confidential minutes, news, information or photographs
- Any personal information pertaining to anyone connected with the school or Company.
- Unresolved grievances

If you are in doubt about whether it is appropriate please speak to your Principal or the Catholic Senior Executive Leader (CSEL) for clarification.

Be mindful of your responsibilities under data protection regulations, not to disclose to other people personal information without prior consent.

7.0 Social media procedure for company and school official accounts

Social media offers great flexibility to communicate with your audience. They are less formal and provide an opportunity for you to promote the company or its schools whilst connecting with your current and new audiences.

8.0 Approval

There will be one authorised social media administrator only for each school. The authorised social media administrator must obtain approval for any new social media presence from the Principal or the Catholic Senior Executive Leader before pages are set up. This person will be the main point of contact for the school presence on the internet. This person will be responsible maintaining content and regularly moderating comments and must act quickly to remove any inappropriate content. Each page/account will need a main point of contact appointed by the authorised social media administrator.

9.0 Brand and Identity

The Company will provide clear guidelines so that we can communicate the Company or school brand consistently. Ensuring that we adopt these standards across our communications will make a significant contribution to enhancing our reputation. Our brand reflects our mission, values and strategic themes and is communicated through our messaging and interactions. By not following the brand guidelines you will only dilute awareness of the name and brand of the Company and create confusion for parents/ carers and other stakeholders.

10.0 Definitions

The Handle

The handle is the name that appears on the account. All official organisation accounts must include 'St Nicholas Owen Multi-Academy Company' in the handle where this is possible as this makes it easier for audiences to engage and authenticate the account. However, if a shortened version is required then the term SNOMAC may be used.

The Logo

The St Nicholas Multi Academy Company social media logo icon must be displayed in the display photo of all organisation accounts. You will find these here [*comment: designs to be agreed*]. Decide which key work area best fits that page within the branding colours. The display photo should reflect this. Do not try and construct the logo yourself, and you must only use authorised logo files.

11.0 Posting

Style guide

We use social media to connect with our stakeholders and share all the great work we do. It is important we are consistent in the way we talk across our social media channels to the right audiences.

Frequency

By setting up a social media presence you are committing to maintaining it, so publish regularly and keep it relevant.

If a social media is not being updated the best course of action may be to close the page down.

12.0 Guidance

The authorised social media administrator should use comment moderation regularly to limit the potential for spam or abuse.

The authorised social media administrator of the social media site should ensure there is a secondary contact so comments can be moderated when the primary contact is unavailable.

It is important to gather all the facts and take time before you compose a reply, and get a second opinion before you reply.

Make sure you read the comment correctly; sometimes things can look harsh or abrupt and actually aren't meant that way.

If you are going to reply make it clear who you are and how you are related to the MAC. If you are wrong admit fault and explain the next steps. If the review is inaccurate clarify the situation keeping in mind the purpose is to win the hearts of the readers.

You may want to respond to comments if you feel it is appropriate, in which case you should always respond to what has been said in a professional and measured way that reflects and protects the Company's reputation.

When responding to comments bear in mind:

- **Timeliness** – make sure you respond to comments within 48 hours. Take time to create good responses or comments.
- **Transparency**- Makes sure you disclose your connection with the Company.
- **Be Fair**- it is not always possible to judge tone so please ensure you do not make your comments look bad even if you are correcting criticism. It is not professional to respond in

anger to a criticism. Try drafting your response then read over it again. You may want to check with someone before you response.

Message Approval	Page Lead
Crisis Response	Page Lead
Customer Service	Page Lead
Social Engagement	Page Lead
Security and legal concerns	Principal or CSEL
Staff training	Principal or CSEL
Social media monitoring	Page Lead

13.0 Legal risks

- Ensure you give appropriate credit to links to images, slides etc. should be appropriately credited
- Make reasonable effort to ensure content used is linked responsibility
- Ensure that your own postings do not breach rights/copy right.

14.0 Security Risks

- Secure passwords

It is important to keep passwords secure for social media accounts these must only be given to authorised people. The Principal or designated person must be made aware of any changes to passwords. You must not share the password with anyone expect authorised staff for that social media. Passwords must be changed when the page lead leaves the company or school. You should also change the password if the page has been compromised.

15.0 Breach of this policy

Breach of this procedure may result in disciplinary action. You may be asked to remove social media content considered a breach of this policy. Failure to comply with this request may itself result in disciplinary action. (Reference, the appropriate Code of Conduct)

If you suspect that you or someone else has breached this policy you should inform your Principal or Catholic Senior Executive Leader. Relevant members of staff will then investigate the matter and decide on a most appropriate course of action. If you are subject to offensive or unacceptable content via social media, this should be reported to your Principal.

