



# Ravens Wood School

(Part of the Impact Multi Academy Trust)

Social Media and Networking Policy Appendix A – Use of School Related Social Media Accounts

---

## 1. Introduction and Scope

For the purpose of the policy, social media and social networking sites are websites by which personal information or opinions can be presented for public consumption and websites which allow people to interact with each other. Examples of social media and social networking sites could be any internet presence including, but not limited to, blogs, Facebook, Twitter, Web 2, Bebo, YouTube, TikTok, LinkedIn and Instagram. In addition, some video games can have social media elements to them - examples include Minecraft or World of Warcraft. Please note that this list is not exhaustive as new technology is emerging on a daily basis but it seeks to provide examples to staff. The definition of social networking and media may be increased as new technologies emerge.

Ravens Wood School recognises the numerous benefits and opportunities which a social media presence offers. However, there are some risks associated with social media use, especially around the issues of safeguarding, bullying and personal reputation. This policy aims to encourage the safe use of social media within Ravens Wood School by all those who have Departmental/professional school accounts.

Please note that specific guidance about the use of personal social media can be found in the Social Media and Network Policy.

This policy:

- Applies to all staff and to all online communications which directly represent the school.
- Applies to such online communications posted at any time and from anywhere on any Ravens Wood related accounts/platforms.
- Encourages the safe and responsible use of social media through training and education
- Defines the monitoring of public social media activity pertaining to the school

Professional communications are those made through official channels, posted on a school account or using the school name. All professional communications are within the scope of this policy.

Digital communications with pupils/students are also considered. Staff may use social media to communicate with learners via a school social media account for teaching and learning purposes but must consider whether this is appropriate and consider the potential implications

## 2. Organisational Control

Roles & Responsibilities

- **SLT**
  - Facilitating training and guidance on Social Media use.
  - Developing and implementing the Social Media policy
  - Taking a lead role in investigating any reported incidents.
  - Making an initial assessment when an incident is reported and involving appropriate staff and external agencies as required.
  - Receive completed applications for Social Media accounts
  - Approve account creation – specifically by Mr Haskell, Business Manager
- **Moderator**
  - Store account details, including passwords securely.
  - Be involved in monitoring and contributing to the account.
  - Control the process for managing an account after the lead staff member has left the organisation (closing or transferring).



# Ravens Wood School

(Part of the Impact Multi Academy Trust)

Social Media and Networking Policy Appendix A – Use of School Related Social Media Accounts

---

- **Staff**

- Departments with a social media presence must nominate a 'lead' for the account and register the account with the school Moderator.
- Know the contents of and ensure that any use of social media is carried out in line with this and other relevant policies.
- Attending appropriate training.
- Regularly monitoring, updating and managing content he/she has posted via school accounts.
- Adding an appropriate disclaimer to personal accounts when naming the school.

### 3. Process for Creating New Accounts

The school community is encouraged to consider if a social media account will help them in their work, e.g. a history department Twitter account, or a "Friends of the school" Facebook page. Anyone wishing to create such an account must present their plan to the Moderator which covers the following points:-

- The aim of the account
- The intended audience
- How the account will be promoted
- Who will run the account (a lead staff member must be named)
- Will the account be open or private/closed

Following consideration by the Moderator/SLT an application will be approved or rejected. In all cases, the SLT must be satisfied that anyone running a social media account on behalf of the school has read and understood this policy and received appropriate training. This also applies to anyone who is not directly employed by the school, including volunteers or parents

### 4. Monitoring

School accounts must be monitored regularly and frequently. Any comments, queries or complaints made through those accounts must be responded to within 24 hours (or on the next working day if received at a weekend) even if the response is only to acknowledge receipt. Regular monitoring and intervention is essential in case a situation arises where bullying or any other inappropriate behaviour arises on a school social media account.

### 5. Behaviour

- The school requires that all users using social media adhere to the standard of behaviour as set out in this policy and other relevant policies.
- Digital communications by staff must be professional and respectful at all times and in accordance with this policy. Staff will not use social media to infringe on the rights and privacy of others or make ill-considered comments or judgments about staff. School social media accounts must not be used for personal gain. Staff must ensure that confidentiality is maintained on social media even after they leave the employment of the school.
- Users must declare who they are in social media posts or accounts. Anonymous posts are discouraged in relation to school activity.
- If a journalist makes contact about posts made using social media staff must follow the school media policy and pass information to SLT.
- Unacceptable conduct, (e.g. defamatory, discriminatory, offensive, harassing content or a breach of data protection, confidentiality, copyright) will be considered extremely seriously by the school and will be reported as soon as possible to a relevant senior member of staff, and escalated where appropriate.
- The school will take appropriate action in the event of breaches of the social media policy. Where conduct is found to be unacceptable, the school will deal with the matter internally. Where conduct is considered illegal, the school



# Ravens Wood School

(Part of the Impact Multi Academy Trust)

Social Media and Networking Policy Appendix A – Use of School Related Social Media Accounts

---

will report the matter to the police and other relevant external agencies, and may take action according to the disciplinary policy.

## 6. Legal Considerations

- Users of social media should consider the copyright of the content they are sharing and, where necessary, should seek permission from the copyright holder before sharing.
- Users must ensure that their use of social media does not infringe upon relevant data protection laws, or breach confidentiality.

## 7. Handling abuse

- When acting on behalf of the school, any offensive comments made to the account must be reported to the Moderator.

## 8. Tone

The tone of content published on social media should be appropriate to the audience, whilst retaining appropriate levels of professional standards. Key words to consider when composing messages are:

- Engaging
- Conversational
- Informative
- Friendly

## 9. Use of Images

School use of images can be assumed to be acceptable, providing the following guidelines are strictly adhered to.

- Permission to use any photos or video recordings should be sought in line with the school's policy. If anyone, for any reason, asks not to be filmed or photographed then their wishes should be respected.
- Under no circumstances should staff share or upload student pictures online other than via school owned social media accounts and via school owned equipment. Staff members cannot use their own devices to upload pictures.
- Staff should exercise their professional judgement about whether an image is appropriate to share on school social media accounts. Students should be appropriately dressed, not be subject to ridicule and must not be on any school list of children whose images must not be published.
- Staff should avoid posting names and photos of students alongside one another.

## 10. Managing School Social Media Accounts

### The Do's

- Check with a senior leader before publishing content that may have controversial implications for the school
- Make it clear who is posting content
- Use an appropriate and professional tone
- Be respectful to all parties
- Ensure you have permission to 'share' other peoples' materials and acknowledge the author
- Think before responding to comments and, when in doubt, get a second opinion
- Seek advice and report any mistakes using the school's reporting process



# Ravens Wood School

(Part of the Impact Multi Academy Trust)

Social Media and Networking Policy Appendix A – Use of School Related Social Media Accounts

---

## The Don'ts

- Don't make comments, post content or link to materials that will bring the school into disrepute
- Don't express personal views on school platforms
- Don't publish confidential or commercially sensitive material
- Don't breach copyright, data protection or other relevant legislation
- Consider the appropriateness of content for any audience of school accounts, and don't link to, embed or add potentially inappropriate content
- Don't post derogatory, defamatory, offensive, harassing or discriminatory content
- Don't use social media to air internal grievances
- Don't link a student's name to a photograph
- Don't share account information (usernames/passwords) with anyone but the school's SLT and Moderator.