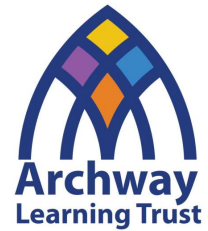


Social Media Policy



Approved: 16 July 2019 – Board of Trustees
Review date: June 2020
Responsible Officer: IT Director & HR Director

Vision and Ethos



The vision statement of the Trust demonstrates its Christian ethos and faith foundation.

The Trust believes in the transformational power of education for each individual and that this is enhanced through collaborative working between the academies.

We believe:

- that a Christian ethos underpins and informs all that we do
- that the focus of the Trust is to promote collaboration between schools within a strategic locality in order to secure mutual improvement
- that through managed collaboration between academies there will be increased and improved opportunities for the development of all staff, students/children, parents and community
- in the development of a broad and balanced curriculum that supports young people's personal development and preparation for life
- that the family of academies within the Trust, working together, will secure continuity and progression for all
- that there should be high expectation for all children/students and young people whatever their circumstances or starting point and addressing disadvantage
- that, through its structures and work, the Trust can create and support effective Governance for all members
- that, through the Trust's work across its academies, expertise and capacity will be developed so that they can be supported with their development needs and economies of scale achieved

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Where the word 'Trust' is used in this document it refers to Archway Learning Trust.

Where appropriate the Academy Advisory Boards (AABs) of individual academies will publish details of the procedures and practices to implement Trust policies.

The term 'Trust Executive Leadership Team' (ELT) is comprised of the Chief Executive Officer, Director of Education, Executive Principal, Chief Operations Officer, each Academy Principal or Head Teacher.

Where the word 'users' is used it refers to staff, future staff issued with ICT access and/or hardware, governors, volunteers and regular visitors.

Where appropriate the AABs of individual academies will publish details of their procedures and practices to implement Trust policies.

Where the phrase 'Senior Leader' is used, this refers to the ELT, Principals, Heads of School or Business Services Director within the Trust.

Related Policies and Procedures

- Bullying and Harassment Policy
- Code of Conduct
- Data Protection & Freedom of Information Policy
- Disciplinary Policy
- Equality and Diversity Policy
- Safeguarding Policy
- Whistleblowing Policy
- Procedure for Dealing with Allegations of Abuse Against Staff and Volunteers
- Data Retention Procedures
- Social Media Guidance for Personal Use

1. Policy Statement

- 1.1. The Trust recognises that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics using a wide variety of social media, such as Facebook, Twitter, blogs and wikis. However, employees' use of social media can pose risks to our ability to safeguard children and young people, protect confidential information and reputation, and can jeopardise our compliance with legal obligations. This could also be the case during off duty time.
- 1.2. Users using social media are also potentially at risk of others misunderstanding the intent behind online communications or blurring of professional boundaries between children and young people and their parents or carers. This policy therefore sets out the Trust's expectations regarding the use of social media.
- 1.3. To minimise these risks, to avoid loss of productivity and to ensure that our IT resources and communications systems are used only for appropriate business purposes, and that the use of personal devices does not have an adverse impact on our business. The Trust expects all users to adhere to this policy.

2. Scope and Principles

- 2.1. This policy deals with the use of all forms of social media, including Facebook, LinkedIn, Twitter, Wikipedia, Facetime, What's App all other social networking sites, and all other internet based sites and systems.
- 2.2. It applies to the use of social media for both business and personal purposes, whether during working hours or otherwise. The policy applies regardless of whether the social media is accessed using our Trust IT facilities and equipment or equipment belonging to members of staff.
- 2.3. Inappropriate use of Social Media by a user may be treated as misconduct under the Trust's Disciplinary Policy and in some cases it may amount to gross misconduct
- 2.4. Users may be required to remove internet postings which are deemed to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.
- 2.5. Questions about this policy and requests for training or information in relation to appropriate use of Social Media should be directed to the ELT, Academy Principal, HR Team or IT Services Team as appropriate. Users may also wish to contact their trade union representative for advice and guidance as appropriate.

3. Personal use of social media

- 3.1. Personal use of social media is never permitted during working time on our computers, networks and other IT resources and communications systems belonging to the Trust. The Trust recognises that there may be exceptional circumstances where staff may occasionally access social media on their personal devices.
- 3.2. While using social media at work, circulating chain letters or other spam is never permitted. Circulating or posting commercial, personal, religious or political solicitations, or promotion of outside organisations unrelated to the Trust's business are also prohibited.

4. Monitoring and data protection

- 4.1. The contents of our IT resources and communications systems, held in whatever media, including information and data held on computer systems, hand-held devices, tablets or other portable or electronic devices and telephones, relating both to the Employer's own education provision or any pupils, clients, suppliers and other third parties with whom the Employer engages or provides education, remains our property. Therefore, users should have no expectation of privacy in any message, files, data, document, facsimile, telephone conversation, social media post conversation or message, or any other kind of information or communications transmitted to, received or printed from, or stored or recorded on our electronic information and communications systems.
- 4.2. The Trust may monitor intercept and review, without further notice, user activities using our IT resources and communications systems, including but not limited to social media postings and activities, to ensure that our rules are being complied with and are for legitimate business purposes. This might include, without limitation, the monitoring, interception, accessing, recording, disclosing, inspecting, reviewing, retrieving and printing of transactions, messages, communications, postings, log-ins and other uses of the systems as well as keystroke capturing and other network monitoring technologies.
- 4.3. The Trust will comply with the requirements of **Data Protection Legislation** in the monitoring of our IT resources and communication systems. Monitoring undertaken is in line with our Staff Privacy Notice which sets out how the Trust will gather, process and hold personal data of individuals during their employment. Our Data Protection Policy & Freedom of Information Policy sets out how the Trust will comply with Data Protection Legislation.
- 4.4. In line with the requirements of Data Protection Legislation, the Trust may store copies of such data or communications for a period of time after they are created, and may delete such copies from time to time without notice. Records will be kept in accordance with our Data Retention Procedures.
- 4.5. Users should not use IT resources and communications systems for any matter that and they wish to be kept private or confidential from the Trust.
- 4.6. For further information, please refer to our ICT Acceptable Use Policy and Data Protection and Freedom of Information Policy.

5. Business use of Social Media

- 5.1. If a user's duties require speaking on behalf of the Trust in a social media environment, the users must still seek approval for such communication from a Senior Leader, who may require the user to undergo training before undertaking any such activity. The Senior Leader may also impose certain requirements and restrictions with regard to a user's social media activities undertaken on behalf of the Trust.
- 5.2. Likewise, if users are contacted for comments about the Trust for publication anywhere, including in any social media outlet, users must direct the inquiry to the Senior Leader and do not respond without written approval.