



# Leeds Diocesan Learning Trust (LDLT)

Company Number 13687278

## **Social Media Policy**

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## Vision Statement

Serving and celebrating our unique schools and communities, we will love, live and learn together. Valuing our pupils, staff, governors and team as people of God, we will deliver transformational learning and the flourishing of all.

## Related Policies

- Staff code of conduct
- Disciplinary policy
- Whistleblowing policy
- Staff wellbeing policy

### 1. About this policy

This policy is in place to minimise the risks to the multi-academy trust through use of social media.

This policy deals with the use of all forms of social media, including Facebook, LinkedIn, Twitter, Google+, Wikipedia, Whisper, Snapchat, Instagram, Vine, TikTok, Tumblr and all other social networking sites, internet postings and blogs. It applies to use of social media for business purposes as well as personal use that may affect our organisation in any way.

The Trust has overall responsibility for this policy, including keeping it under review.

This policy does not form part of any employee's contract of employment.

### 2. Prohibited use

You must not:

- access social media sites for personal use via Academy information systems or using Academy equipment (unless you have obtained prior written consent from the Headteacher);
- place inappropriate photographs or post indecent comments or remarks on any social media site;
- make any social media communications that could damage the interests or reputation of the Trust, even indirectly;
- use social media to defame or disparage us, our pupils, parents, staff or any third party;
- post any photograph of any current pupil (unless you have obtained prior written consent from the Headteacher);
- use social media to harass, bully or unlawfully discriminate against pupils, parents, staff or third parties;
- use social media to make false or misleading statements; or to impersonate colleagues or third parties;
- express opinions on our behalf via social media. You may be required to undergo training in order to express such views;
- post comments about sensitive Academy-related topics, such as our performance, or do anything to jeopardise our trade secrets, confidential information and intellectual property;
- disclose any information about the Academy or the Trust which is considered confidential;
- include our logos or other trademarks in any social media posting or in your profile on any social media;
- offer or accept current pupils or ex-pupils as friends on any social media site – personal communication could be considered inappropriate and unprofessional and makes staff very

vulnerable to allegations. If you receive any message on any social networking that you believe may be from a pupil or ex-pupil then you must not reply and must report it to the Headteacher immediately.

You should ensure that your privacy settings are set to maximum privacy and any social networking is private for your known contacts only.

You are advised to act with caution when inviting work colleagues to be 'friends' in personal social networking sites. Social networking sites can blur the lines between work and personal life and it may be difficult to maintain professional relationships or it may be just too embarrassing if too much personal information is known in the work place.

The contact details of contacts made during the course of your employment are our confidential information. On termination of employment you must provide us with a copy of all such information, delete all such information from your personal social networking accounts and destroy any further copies of such information that you may have.

### **3. Guidelines for responsible use of social media**

You should make it clear in social media postings, or in your personal profile, that you are speaking on your own behalf. Write in the first person and use a personal e-mail address.

Be respectful to others when making any statement on social media and be aware that you are personally responsible for all communications which will be published on the internet for anyone to see.

If you disclose your affiliation with us on your profile or in any social media postings, you must state that your views do not represent those of your employer (unless you have been authorised to speak on our behalf as set out above). You should also ensure that your profile and any content you post are consistent with the professional image you present to colleagues and third parties (including parents).

If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until you have discussed it with your Headteacher.

You should immediately report any misuse of social media (by you or any colleague) to your Headteacher.

If you see social media content that disparages or reflects poorly on us, you should contact your Headteacher immediately.

Any social media posting must:

- be conscientious and loyal to the aims and objectives of the Trust and the Academy where you work; and
- have regard to, maintain and develop the Church of England character of the School; and
- not do anything which is in any way detrimental, prejudicial, or contrary to the interests of the Trust or the Academy where you are principally employed to work.

### **4. Breach of this policy**

The Trust monitors usage of its internet and email services without specific notification or authorisation from users.

Breach of this policy may result in disciplinary action up to and including dismissal. Any member of staff suspected of committing a breach of this policy will be required to co-operate with our investigation, which may involve handing over relevant passwords and login details.

You may be required to remove any social media content that we consider to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.