



المدرسة الهندية العامة العليا الخاصة Indian Public High School Private

VISION: To promote, instill and sustain a desire for inquiry, innovation and research among all learners towards an organic growth as a global citizen.

POLICY NAME:	SOCIAL MEDIA POLICY				
APPROVAL AUTHORITY:	PRINCIPAL	ADOPTED:	03.05.2021	REVIEWED:	03.10.2022
RESPONSIBLE EXECUTIVE:	E-SAFETY OFFICER	REVISED:	15.4.2026	NEXT REVIEW ON:	15.4.2027
RESPONSIBLE OFFICE:	IT DEPARTMENT	AVAILABLE:	IN THE LIBRARY, WEBSITE, NLP		

Introduction

- We actively encourage the responsible use of social media. Responsible use of social media can be positive for learning and teaching. It can also be personally enjoyable and beneficial.
- This policy will make clear what standards are expected of anyone who works for the school and uses social media as well as what actions may be taken when it is considered a member of staff may have breached this policy.
- This policy applies to all staff use of social media, including:
 - ✓ on behalf of the school;
 - ✓ as part of their work directly with students in their wider professional lives;
 - ✓ in their personal lives.
- ✓ There is additional guidance available to help staff follow good practice on the e-safety

In this policy, we define social media to mean: ‘Websites and applications that enable users to create and share content or to participate in social networking. In this policy, the word staff includes temporary and full time teaching and non teaching staff, admin staff, during their time working with the school.

In this policy, the word parents are used to mean the parents, careers and others with parental responsibility for students at the school. This policy works alongside other statutory guidance, and other school and local authority policies such as Code of employee conduct, E safety framework policy and Acceptable use agreement. These all also apply where relevant.

Objectives

The purpose of this policy is to

- clarify what the school considers to be appropriate and inappropriate use of social networking by staff; (b) encourage social networking to be used in a beneficial and positive way;
- safeguard staff, students, parents and members of the public from abuse through social networking;
- safeguard the reputation of the school, other schools, other organizations and employers from unwarranted abuse through social networking; and
- set out the procedures that will be followed where it is considered that staff have inappropriately or unlawfully used social networking.

Responsibility and Accountability

Principals

- should ensure that all existing and new staff are trained and become familiar with this policy and its relationship to the school's standards, policies and guidance on the use of ICT and e-safety;
- should provide opportunities to discuss appropriate social networking use by staff on a regular basis and ensure that any queries raised are resolved swiftly;
- must ensure that any allegations raised in respect of access to social networking sites are investigated promptly and appropriately, in accordance with the school's disciplinary procedure, code of conduct and internet safety guidelines;
- should ensure there is a system in place for regular monitoring.

School staff

- should ensure that they are familiar with the contents of this policy and its relationship to the school's standards, policies and guidance on the use of ICT and e-safety;
- should raise any queries or areas of concern they have relating to the use of social networking sites and interpretation of this policy – with their supervisor in the first instance; and
- must comply with this policy where specific activities or conduct is prohibited.
- When using social media at any time
- Staff must not place a child at risk of harm.
- Staff must follow statutory and school safeguarding procedures at all times when using social media.
- Staff must report all situations where any child is at potential risk by using relevant statutory and school child protection procedures.
- Staff must not allow their use of social media to affect their ability to do their job in any way.
- Staff must maintain the reputation of the school, its staff, its students, its parents, its wider community and their employers.
- Staff must not contribute or access any social media content which is illegal, discriminatory, sexual, or otherwise offensive when linked in any way to the school.
- Staff must not use social media to criticize or insult their school, its staff, its students, its parents, its governors or its wider community.
- Staff must not use social media to harass, bully or intimidate any students, parent, member of staff, governor or other member of the wider school community.
- Staff must not breach school confidentiality.
- School staff must follow their school data protection responsibilities when using social media.
- Staff must not reveal any other private or confidential school matters when using any social media.
- Staffs are responsible for all their social media content.
- Staffs are responsible for the configuration and use of any personal social media accounts they have. They are responsible for determining the level of security and privacy of all their social media content.
- Staff must use appropriate behavior and language at all times. As a guide, this should be similar to that which would be used when taking part in a face-to-face meeting with other education professionals.

When using Social Media in staff's personal life

- The personal use of social media must neither interfere with a member of staff's ability to maintain their professional reputation nor impact on the reputation of the school.
- Staff must take all reasonable steps to ensure the proper separation of their professional and personal lives.
- Staff must not use school social networking accounts for personal content.
- Staff must respect the wishes and privacy of any other members of their school community with whom they have personal social media contact
- Staff must not use personal social media with any child with whom they solely have, or have had, a staff/students relationship. This includes ex-students until they reach the age of 18.
- School staff can have social media contact with students or ex-students where other appropriate relationships exist. As examples, a students who is also a family member or a family friend.

These relationships must be open and transparent. The member of staff can report these social media relationships to senior leaders for their own protection.

- Staff must retain any communications to students or ex-students rejecting any approaches made on social media and ensure that they are professional in tone.
- Staff must also consider reporting these to senior leaders to ensure transparency
- Staff must not use personal social media with anyone with whom they solely have a staff/parent relationship.
- Staff at schools can often have more complex relationships than just being a member of staff or a parent. As examples, staff can also be parents (of students at the school), in relationships or have friendships with other staff or parents;.
- Any member of staff can report any social media relationships to senior leaders for their own protection.
- Staff must make sure that their personal social media activities take into account who they have social media relationships with – particularly any other members of school community – and moderate their social media behavior accordingly.

Personal use of Social Media at school:

- Is restricted

Monitoring use of social media on school equipment

- The school reserves the right to monitor all staff internet use, including when staff are making personal use of social media, on any school systems or equipment. Misuse of social media – even personal use – on school equipment is a breach of the school's acceptable use policy.

Disciplinary action over social media use

- All staff are required to adhere to this policy. Staff should note that any breaches of this policy may lead to disciplinary action. Serious breaches of this policy, for example incidents of bullying of colleagues or social media activity causing serious damage to the school, may constitute gross misconduct and lead to summary dismissal.

If you have any concerns

When using social media, you may have a concern about what you are seeing or being told by another user which has safeguarding implications or may cause harm to the reputation of the school and/or its community. If you have any such concerns you should contact the Principal the named safeguarding contact in school, or human resources for advice.

If a member of staff becomes aware that a student's (or group of students) or parent has made inappropriate/insulting/threatening comments about them, or other staff members, on a social networking site; then they should consider reporting this to the Principal so that the appropriate process can be followed and support can be offered to the employee.