

Social Media Policy

Review Date	October 2015	Leader of Policy Review	Mr. S. Budgen
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Principles

The internet provides a range of social media tools that allow users to interact with one another; from sites including Facebook, Twitter, YouTube, Flickr Vimeo, Linked In, Instagram, WhatsApp, Snapchat, Pinterest, other social bookmarking sites, blogs and all other emerging media. Whilst recognising the benefits of this medium for new opportunities of communication, it is important that staff, governing body and students use social media responsibly in order to safeguard themselves and the reputation of the school. It is crucial that all stakeholders of Hawarden High School, including students, parents, staff and the public at large have confidence in the school.

This policy applies to the governing body, and all teaching and other staff, external contractors providing services on behalf of the school, trainee teachers, volunteers and other individuals who work for or provide services on behalf of the school. These individuals are collectively referred to as 'staff' in this policy. This policy is designed to ensure that the use of social media is responsibly undertaken and that confidentiality of all members of the school community and the reputation of the school are safeguarded.

The Purpose of the Policy on Social Media is:

1. To ensure complicity with Human Rights and Data Protection legislation.
2. To ensure that all members of the school community must be conscious at all times of the need to keep their personal and professional lives separate.
3. To outline the correct procedures to follow when using social media.
4. To ensure that social media with regard to the school and college is not used for any inappropriate purposes, including on both personal and/or school and college accounts.
5. To ensure that the use of social media is responsibly undertaken and that confidentiality of staff, governors, learners, students and the reputation of the school are safeguarded.

Accordingly the school will:

1. Ensure that appropriate procedures are in place for staff, governing body and students when using social media.
2. Make sure that staff, governing body, learners and students are aware of the correct procedures to follow when using social media.
3. Ensure that parents/carers are aware of the policy and the procedures surrounding the use of social media by learners and students.
4. Ensure that all students have received advice and guidance on the use of social media personally and in conjunction with the school and college.
5. Use social media in conjunction with the school's official website to promote the activities of the school and college and celebrate its successes.
6. Use social media as an additional means to communicate non-confidential information with parents/carers such as events, trips and emergency closures.
7. Use social media as an additional means to communicate with learners and students about extra-curricular clubs, revision sessions and opportunities.
8. Follow the disciplinary procedures if the occasion of misuse occurs by staff, governing body or students.

Evaluation

1. Staff using social media sites associated directly with the school and college will have received training from appropriate persons.
 2. All use of social media directly associated with the school and college will be monitored and administrated by the Deputy/Assistant Headteacher and Network Manager.
 3. A record of incidents of misuse of social media will have been kept by the Deputy/Assistant Headteacher and communications and reported to the Headteacher.
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