

Social Networking Policy

Introduction

Social networking activities conducted online outside work, such as blogging (writing personal journals to publicly accessible internet pages), involvement in social networking sites such as Facebook, Twitter, Instagram or Snapchat and posting material, images or comments on sites such as You Tube can have a negative effect on an organisation's reputation or image. In addition, Church Hill Middle School has a firm commitment to safeguarding children in all aspects of its work. This policy has been written to set out the key principles and code of conduct that we expect of all members of staff with respect to their responsibilities in connection with the use of social networking sites.

Key Principles

- Everyone* at Church Hill Middle School has a responsibility to ensure that they protect the reputation of the school, and to treat colleagues and members of the school with professionalism and respect.
- It is important to protect everyone* at Church Hill Middle School from allegations and misinterpretations which can arise from the use of social networking sites.
- Safeguarding children is a key responsibility of all members of staff and it is essential that everyone* at Church Hill Middle School considers this and acts responsibly if they are using social networking sites out of school. Anyone working in the school either as a paid employee or volunteer **must not** communicate with children via social networking.
- Robust login criteria and the highest privacy settings must be in place to prevent site misuse.
- This policy relates to social networking outside work. **Blogging and accessing social networking sites at work using school equipment is not permitted.**
- This policy is not covered by the Chatham House rule and therefore no communications irrespective of their anonymity should be shared that relate to any specific event, protocol, pupil or person at Church Hill Middle School.

Aims

To set out the key principles and code of conduct expected of all members of staff, governors, Friends and volunteers at Church Hill Middle School with respect to social networking and to further safeguard and protect children and staff.

Code of Conduct – Social Networking

The following are **not considered acceptable** at Church Hill Middle School:

- The use of the school's name, logo, or any other published material without written prior permission from the Head of School. This applies to any published material including the internet or written documentation.
- The posting of any communication or images which links the school to any form of illegal conduct or which may damage the reputation of the school. This includes defamatory comments.
- The disclosure of confidential or business-sensitive information; or the disclosure of information or images that could compromise the security of the school.

