



## **St John's Beaumont Preparatory School**

### **Social Media Policy**

**V22**

This policy provides guidance for employee use of social media. For the purposes of this policy the term "Social Media" should be broadly understood to include Facebook, Twitter, Instagram, Pinterest, Soundcloud, Flickr and other sites that permit users to share information and images with others.

The School nominates the Director of Marketing as person responsible for managing, monitoring, amending or removing content published on School's Social Media.

These Guidelines are intended for the use of St John's Employees and any Individual Service Provider operating within the School.

#### **Guiding Principles**

The following principles apply to professional use of social media on behalf of St John's Beaumont as well as personal use of social media when referencing St John's Beaumont.

Employees and Individual Service Providers need to comply with St John's Beaumont Staff Handbook, Data Protection Policy and other relevant School Policies when using social media in reference to St John's Beaumont, its employees, pupils and parents.

Employees and Service Providers should be mindful of the effect their actions may have on their personal images, as well as St John's Beaumont image as the information that is posted or published may remain in the public domain long in the future.

Employees and Service Providers should be aware that St John's Beaumont may observe content and information made publicly available by them through their social media accounts. Employees and Service Providers should use their best judgment in posting material ensuring that is neither inappropriate nor harmful to St John's Beaumont, its employees, pupils and parents.

Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libellous, or that can create a hostile work environment.

Employees and Service Providers are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with the Head Teacher, the Data Protection Officer or a member of SLT.

In the event Social media networks, blogs and other types of online content generate press and media attention or legal questions, Employees should refer without delay these inquiries to the Bursar.

If employees and Service Provider encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of the Head Teacher or the Director of Marketing.



Employees and Service Providers should get appropriate permission before referring to or posting images of current or former Employees, Pupils and Parents. Appropriate permission should be obtained to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.

Social media use shouldn't interfere with employee's responsibilities at St John's Beaumont. St John's Beaumont computer systems are to be used for business purposes only. When using the School's computer systems, only use of social media for business purposes is permitted (for example Facebook, Twitter, Flickr, Soundcloud etc). Personal use of social media networks or personal blogging of online content during School hours is not permitted and could result in disciplinary action.

Subject to applicable law, after-hours online activity that violates St John's Beaumont Code of Conduct or any other company policy may subject an employee to disciplinary action or termination.

### **Social Media Code of Conduct**

1. Picture of pupils and colleagues whilst at work must not be posted on your own personal social media (Facebook, Instagram, etc.).
2. Photos of school events and trips may be posted on the School Twitter accounts by the Head Teacher, Head of Boarding, Director of Sports, Director of Marketing, Heads of Department or from trips via the school Trips Mobile in accordance with parental permission. If in any doubt, please seek the advice of a member of the SLT or the Director of Marketing.
3. Staff should not post their personal opinion, posts should always reflect their position in the school.
4. Staff should not use their real name.
5. Keep School related social media accounts separate from personal accounts. Only post from school accounts.
6. Staff should not follow students' personal accounts.
7. Staff should not post students' full names. Only first names or initials, if appropriate.
8. Staff should not post your specific location when on school trips. The location can be disclosed once you have left.
9. Staff should not set up your own school accounts, all requests must come through the Head Teacher or the Director of Marketing.
10. Staff should not take someone else's content and share as their own.

### **Policy Infringements**

Any infringements of the above procedures or the social media guidelines should be reported to the Head Teacher, the Data Protection Officer or the Director of Marketing.

Failure to comply with the School Social Media Policy may result in disciplinary action.

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| Policy Reviewed:<br>May 2022 | Head Teacher<br>Mr Giles Delaney | Bursar<br>Mrs Paola Bright | Next Review: May<br>2023 |
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