



SOUTH MOLTON
COMMUNITY COLLEGE
— supporting success —

Social Networking Policy

Adopted by the Governing Body: June 2015

Policy Ethos Statement

Ensuring that our students have every opportunity to develop the confidence and capacity to become successful, lifelong learners is a key task for us.

South Molton Community College is committed to 'Supporting Success' and has strong values underpinning this.

This policy will clearly define how the procedures and opportunities in College will enable all students to achieve our key aims.

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, Snapchat, KiK etc and posting material, images or comments on sites such as YouTube or Twitter can have a negative effect on an organisation's reputation or image. In addition, South Molton Community College has a firm commitment to safeguarding students 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 South Molton Community College has a responsibility to ensure that they protect the reputation of the College and to treat colleagues and members of the College with professionalism and respect.
- It is important to protect everyone* at South Molton Community College from allegations and misinterpretations which can arise from the use of social networking sites.
- Safeguarding students is a key responsibility of all members of staff and it is essential that everyone* at South Molton Community College considers this and acts responsibly if they are using social networking sites out of College. Anyone working in the College either as a paid employee or volunteer must not communicate with students via social networking.
- This policy relates to social networking outside work. Blogging and accessing social networking sites at work using College equipment is not permitted except where this relates directly to the moderation or use of previously agreed College accounts and sites.
- 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, student or person at South Molton Community College.

Aims

- To set out the key principles and code of conduct expected of all members of staff, governors, friends and volunteers at South Molton Community College with respect to social networking.
- To further safeguard and protect students and staff.

Code of Conduct for Everyone* at South Molton Community College – Social Networking

The following are **not considered acceptable** at South Molton Community College:

- The use of the College's name, logo, or any other published material without written prior permission from the Headteacher. This applies to any published material including the internet or written documentation.
- The posting of any communication or images which link the College to any form of illegal conduct or which may damage the reputation of the College. 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 College.
- The posting of any images of employees, student, governors or anyone directly connected with the College whilst engaged in College activities without prior permission from the College Leadership Team.

In addition to the above everyone* at South Molton Community College must ensure that they:

- Do not make any derogatory, defamatory, rude, threatening or inappropriate comments about the College, or anyone at or connected with the College.
- Use social networking sites responsibly and ensure that neither their personal/professional reputation, nor the College's reputation is compromised by inappropriate postings.
- Are aware of the potential of on-line identity fraud and to be cautious when giving out personal information about them which may compromise their personal safety and security in the context of being a member of the College community.
- Do not add any current students as "Friends" to their own private Social Network or Facebook page

Potential and Actual Breaches of the Code of Conduct

In instances where there has been a breach of the above Code of Conduct, the following will apply:

- Any breaches of this policy will be fully investigated. Where it is found that there has been a breach of the policy this may result in action being taken under the Disciplinary Procedure.
- A breach of this policy will be considered to be a serious disciplinary offence which is also contrary to the College's ethos and principles.
- The Governing Body will take appropriate action in order to protect the College's reputation and that of its staff, parents, governors, student and anyone else directly linked to the College.

Setting up social networking sites and accounts for College use

Social networking sites can provide a useful conduit for information to be exchanged. If you wish to set up an account for your Department or for any other purpose related to the College then a number of safeguards must be followed. These are;

- The type of account and its purpose must be agreed to by a member of the College Leadership Team prior to the account being set up
- All usernames and passwords must be supplied to the College Leadership Team and it is the responsibility of the person who has set up the account to ensure that the College's records of usernames and passwords for the account are kept up to date

- The person who has set up the account agrees to moderate and be responsible for the information that is put onto the account. There is an expectation that this moderation will be done on a daily basis to reduce the risk of unsuitable and inappropriate material remaining on the account for a lengthy period of time.
- The person who has set up the account is responsible for maintaining the security of the account and updating settings as necessary
- The person who has set up the account agrees to remove and cancel the account immediately if the College Leadership Team requests it

This document is a statement of the aims, principles and practice at South Molton Community College.

It was developed in Spring 2015

The policy will be reviewed in line with changing technology and at least annually.

Chatham House Rule: It allows people to speak as individuals, and to express views that may not be those of their organisations, and therefore it encourages free discussion. People usually feel more relaxed if they don't have to worry about their reputation or the implications if they are publicly quoted

*In the context of this policy "everyone" refers to members of staff, governors, Friends and anyone working in a voluntary capacity at the College