

Social Media Policy

Date Approved:	15 March 2018
Approved By:	Trustees
Review Date:	July 2020

Impact Assessed	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
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Document Control

This document is issued, controlled and impact assessed by the Senior Leadership Team.

The latest version of the procedure will be maintained on the School Website.

Scope

The Social Media Policy sets out the school expectations and general principles of the usage of social networking platforms.

The policy applies to all staff in any role on a permanent, temporary or casual basis and all students. The policy also applies to any individuals who are linked with Endeavour Academy including volunteers and students carrying out work placement within school.

Purpose

The use of social networking sites has become an integral part of everyday life for many people. Endeavour Academy recognises that the growth in social media, particularly social networking sites, has created increased opportunity for networking, marketing and an exchange of ideas.

The term 'social media' is used here to describe social networking sites including Facebook, Twitter, SnapChat, Instagram, Youtube, LinkedIn, Pinterest, MySpace, Blogging sites and SMS text messaging and mass distribution of emails.

The purpose of these social media guidelines are as follows:

- Outline the responsibilities of staff and students who utilise social networking platforms.
- To encourage good practice
- To safeguard the school, its staff and students
- To promote effective and innovative use of social media as part of the school's activities.

Policy Statement

- Staff and students should take effective precautions when utilising social media sites to ensure their own personal safety and to protect against identity theft.
- Endeavour Academy allows staff and students to access social media sites using their own devices. However users must ensure that access adheres to this policy, and does not interfere with work or academic duties.
- The school has set up official pages on a number of social media sites and the Marketing Department has overall responsibility for the content on these pages. Any posts or articles added to these sites will be moderated by the Marketing Department.
- In relation to personal Facebook pages, staff should not accept offers from existing students

to become a “friend”. Staff and students should not publish personal identifiable information of school employees or students.

- When posting views or articles on social networks, staff and students should refrain from posting comments about the school that purports to represent the views of the school, unless they are approved by the Marketing Manager.
- When using social media, staff and students should never post or send abusive, defamatory messages or post articles, images or other media which could be deemed as detrimental to the school’s image or reputation, including any political or religious views.
- Staff and students should not create corporate social media accounts under names that include Endeavour Academy , or that use the school branding, without consulting the Marketing Manager

Responsibility

- Staff and students should use social media responsibly. Any form of harassment or bullying via social media will not be tolerated.
- Staff and students should adhere to the guidelines outlined in this policy both during school hours and outside of working / school hours. Failure to follow the outlined guidelines may result in disciplinary action.
- All School Leaders are responsible for ensuring that all staff or students for whom they are responsible are aware of the policy.
- The Marketing Department is responsible for the maintenance and monitoring of official school social media sites.

Monitoring

- The Marketing Department will be responsible for monitoring the school official social media platforms. This includes granting administration rights to school members of staff who require access to upload information.
- School Leaders are required to monitor social media sites that have been set up by their department and they are required to inform the Marketing Department of the site, to enable the Marketing Department to monitor the page/site.
- The Marketing Department reserve the right to cancel and close online social media pages, sites and blogs that have been created by departments without authorisation by the Marketing Department.

Breach of this policy by staff may lead to action being taken under the School's Formal Disciplinary Procedure. Any employee, who feels they have been treated in a manner contrary to the spirit of this policy, should seek recourse in accordance with the School's Grievance or Dignity at Work procedures.

Breach of this policy by students may lead to action being taken in line with School's Behaviour Policy and Procedures, and may, if necessary require parental involvement.