

H&S0002	Revised: April 2017 Review Group: Office	 Alder Bridge Steiner-Waldorf School
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Social Media Guidelines

Purpose

The purpose of this document is to provide guidance to school management and staff on the appropriate use of social networking. The use of social media is a widespread and growing trend and the school recognises its responsibility to guide the judgements of management and staff using social networking sites (SNS) and the information that they provide through these.

- The guidance will advise management and staff to ensure that pupils are safeguarded
- The guidance will advise management and staff to ensure that the reputation of the school is not adversely affected through use of social networking sites (SNS)
- The guidance will ensure that the school is not subject to legal challenge as a result of school management or staff using and providing information on social networking sites e.g. data protection, discrimination and other sensitive information

Scope

The guidance applies to all management personnel, employees and volunteers of Alder Bridge School.

References

West Berkshire 'Social Networking Advice'

Definitions

Social networking applications include, but are not limited to: Blogs, Online discussion forums, Collaborative spaces, Media sharing services, 'Microblogging' applications. Examples include Twitter, Facebook, MSN, Instagram, YouTube.

Responsibilities

The Trustees (as employers) will ensure all management and staff receive this guidance.

Specific Instructions

- It is strongly recommended that school staff should not be "friends" with any current pupils nor ex pupils under the age of 18 on social networking sites as this could be viewed as a safeguarding issue.
- It is strongly recommended that staff should not be "friends" with current parents of the school.
- It is recommended that management and school staff do not identify their school on social networking sites as this could directly link their behaviour outside of work with the reputation of the school.
- It is recommended that school management and staff take adequate precautions when using social networking sites/applications, both in vetting material that could be connected to them (through their own profile and information added about them) and through the use of appropriate security settings.
- Breach of these guidelines, for example anything that impacts on the school's reputation, confidence in staff or child protection issues in relation to social networking or any inappropriate use of social networking sites and applications by staff may be dealt with through the school's Disciplinary Procedure.

Approved By:

Next review date: April 2018.