Trust Workforce Social Media Policy

ST CLARE
Catholic Multi Academy Trust

St Wilfrid's Primary School Mission Statement:

Everybody Matters

Adopted by St Clare Trust Board; June 2022

Next review by St Clare Trust Board; December 2026

St Clare Catholic Multi Academy Trust Workforce (Staff and Volunteers) Social Media Policy

It is recognised that many members of the school workforce use social media in their personal lives. However, when a member of the school workforce clearly identifies their association with the school or trust, reveals their profession or discusses their work, they are expected to behave appropriately, including online. The appropriateness of any such online behaviours will be judged in ways which are consistent with the values and ethos of the trust, relevant policies, and the individual's responsibility as a member of the workforce.

When using social media, members of the trust workforce are expected to comply with all relevant data protection legislation, as well as any codes of conduct set out for their profession.

Members of the trust workforce should use existing school or trust central team procedures for raising any concerns. **Using social media to raise concerns at work is not considered appropriate**.

Members of the trust workforce should not use social media to inform professional practice by gaining information about a child or family. (In exceptional circumstances it may be appropriate to review social media relating to a pupil or family, but this must be acted upon ONLY by the Designated Safeguarding Lead.)

Members of the trust workforce who are found to be in breach of the standards set out in this policy will be subject to the school's normal disciplinary procedure.

DO:

Restrict the use of work social media accounts to work related matters only;

Ensure that work social media accounts are clearly named as such, e.g. @SchoolNameClass/Department, @StClareCMAT, etc;

Remember that everything you post is public, even if your account is private to family and friends. Whatever you post could be reposted elsewhere and is likely to be undeletable;

Protect your privacy as much as possible. Always review privacy settings, and never post personal details publicly;

Respect the privacy of others and be considerate to colleagues, never post images of colleagues without their permission, even if they are friends outside of work;

Always check with the school lead for online services before amending any publicly available information on the school, e.g. Google, Wikipedia etc. Always be transparent if you do this;

Set privacy levels on work social media accounts related to work to prevent replies and comments;

Be careful with accounts that overlap your public and private lives, for example a personal account where you express views in general on education (e.g. personal Twitter account).

DO NOT:

Express personal views on work accounts that are not compatible with the trust or school;

State or imply that your personal account represents the school. Please make it clear that the views you express are personal, and not made on behalf of the trust or school;

Discuss work related issues via social media;

Accept friend requests or use social media to communicate with current pupils, or former pupils within three years of their leaving school;

Share confidential information online on any social media account – social media is bound by the usual data protection legislation;

Create any account relating to the trust or school unless you have permission from the trust or school lead for online services;

Use work social media accounts for two-way conversation – other systems are in place for this that allow transparency for staff and pupils;

Bring the trust or school into disrepute, for example by expressing views which are critical or incompatible with those of the school.

Please remember that any use of social media is subject to the same professional standards as any other form of communication.