



St Peter's School

YORK

Staff Social Media Policy

St Peter's School, York

December 2021

(Next review Christmas Term 2023)

- 1 **Introduction:** The School recognises that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics using a wide variety of social media, such as Facebook, LinkedIn, Twitter, Instagram, Snapchat and all other internet postings including blogs, wikis and other interactive web sites. It is also a valuable educational tool.

St Peter's School, York comprises of St Peter's 2-8 (for pupils aged 2 to 8 years), St Peter's 8-13 (for pupils aged 8 to 13 years) and St Peter's 13-18 (for pupils aged 13 to 18 years), collectively referred to in this policy as the School unless otherwise stated. The School is a selective independent day and boarding school for children aged between rising 3 and 18 years.

- 2 **Purpose:** This policy applies to the use of social media for School and your own personal purposes, whether during normal working hours or in your personal time. Its purpose is to help staff avoid the potential pitfalls of sharing information on such social media sites and should be read in conjunction with the Acceptable Use Policy for pupils.

- 3 **IT facilities:** The policy applies regardless of whether the social media is accessed using the School's IT facilities and equipment or your personal equipment.

- 4 **Personal use:** The School permits the incidental use of the internet and social media so long as it is kept to a minimum and takes place substantially out of normal working hours. Use must not interfere with your work commitments (or those of others). Personal use is a privilege and not a right. If the School discovers that excessive periods of time have been spent on the internet provided by the School either in or outside working hours, disciplinary action may be taken and internet access may be withdrawn without notice at the discretion of the Head.

- 5 **Guiding principles:** Staff are required to behave responsibly at all times and adhere to the following principles:

5.1 If staff intend to use social media platforms for teaching purposes or otherwise representing the School, they **MUST** do so using a work-based social media account, ie. One that is registered under their School email account. Staff must be mindful of the distinction between personal and professional use of social media. Connecting with pupils on social media platforms using a personal account (i.e. one that is registered to a non-School provided email account) is absolutely forbidden. You should not be "Friends" with, "Followers" of, or connect with pupils on any social media or other interactive network. It would be considered inappropriate to connect with pupils on a personal account. Depending on the circumstances, it may also be inappropriate to connect with parents, guardians or carers.

5.2 Staff may not follow, accept contact requests or direct message with former pupils on social media until at least 24 months from the last date on which they were a pupil, and may not under any circumstances connect with any former pupil under the age of 18. Staff wishing to contact with former pupils should follow the procedures of the Alumni Office, which has a record of those pupils who have consented to being contacted by the school.

5.3 Staff must never use 'direct messaging' to pupils through social media platforms.

5.4 You must be mindful of how you present yourself and the School on such media. Staff are entitled to a social life like anyone else. However, the extra-curricular life of an employee at the School has professional consequences and this must be considered at all times when sharing personal information.

5.5 When writing an internet post, you should consider whether the contents would be more appropriate in a private message. While you may have strict privacy controls

in place, information could still be shared by others. It is always sensible to consider that any information posted may not remain private.

- 5.6 You should protect your privacy and that of others by omitting personal information from internet posts such as names, email addresses, home or work addresses, phone numbers or other personal information.
 - 5.7 You should familiarise yourself with the privacy settings of any social media you use and ensure that public access is restricted. If you are not clear about how to restrict access, you should regard all your information as publicly available and behave accordingly.
 - 5.8 You must not post anything that may offend, insult or humiliate others, particularly on the basis of their sex, age, race, colour, national origin, religion, or belief, sexual orientation, disability, marital status, pregnancy or maternity.
 - 5.9 You must not post anything that could be interpreted as threatening, intimidating or abusive. Offensive posts or messages may be construed as cyber-bullying.
 - 5.10 You must not post disparaging or derogatory remarks about the School or its Governors, staff volunteers, pupils or parents, guardians or carers.
 - 5.11 You must not post anything that could be interpreted as glorifying or supporting terrorism, extremism or organisations promoting terrorist or extremist views, or encouraging others to do so.
 - 5.12 You must not use social media in a way which could constitute a breach of any school policies.
- 6 **Removing postings:** You may be required to remove internet postings which are deemed to constitute a breach of this policy. If you fail to remove postings, this could result in disciplinary action.
 - 7 **Breach:** A breach of this policy may be treated as misconduct and could result in disciplinary action including in serious cases, dismissal.
 - 8 **Monitoring:** The School regularly monitors the use of the internet, social media and email systems to check that the use is in accordance with this policy. If it is discovered that any of the systems are being abused and / or that the terms of this policy are being infringed, disciplinary action may be taken which could result in your dismissal.

Authorised by	The Head Master
Reviewed by	SPLT December 2021
Next Review	Christmas Term 2023