



## **LLMAT Social Media Policy**

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## **Social media policy**

### **1. ABOUT THIS POLICY**

- 1.1 This policy is in place to minimise the risks to LLMAT, our staff and our pupils through use of social media.
- 1.2 This policy deals with the use of all forms of social media including, for the avoidance of doubt, Facebook, LinkedIn, Twitter, Google+, Wikipedia, Instagram, Tumblr, any petition hosting sites and all other social networking sites, internet postings and blogs. It applies to use of social media for school purposes as well as personal use that may affect LLMAT or our pupils in any way.
- 1.3 This policy covers all employees, officers, consultants, contractors, volunteers, casual workers and agency workers.
- 1.4 This policy does not form part of any employee's contract of employment and we may amend it at any time.

### **2. PERSONNEL RESPONSIBLE FOR IMPLEMENTING THE POLICY**

- 2.1 The LLMAT board has overall responsibility for the effective operation of this policy, but has delegated day-to-day responsibility for its operation to Headteachers of the respective academies.
- 2.2 As such, Headteachers have a specific responsibility for operating within the boundaries of this policy, ensuring that all staff understand the standards of behaviour expected of them and taking action when behaviour falls below its requirements.
- 2.3 All staff are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media should be reported to the Headteacher.

### **3. COMPLIANCE WITH RELATED POLICIES AND AGREEMENTS**

- 3.1 Social media should never be used in a way that breaches any of our other policies. If an internet post would breach any of our policies in another forum, it will also breach them in an online forum. For example, you are prohibited from using social media to:
  - (a) breach our obligations with respect to the rules of relevant regulatory bodies;
  - (b) post any content likely to negatively affect the reputation of LLMAT or any of the constituent academies;
  - (c) breach any obligations contained in those policies relating to confidentiality;
  - (d) breach our Disciplinary Policy or procedures;
  - (e) harass or bully other staff in any way;
  - (f) unlawfully discriminate against other staff, pupils or third parties;
  - (g) breach our Data Protection Policy (for example, never disclose personal information about a colleague or pupil online); or
  - (h) breach any other laws or regulatory requirements.

3.2 Staff should never provide references for other individuals on social or professional networking sites, as such references, positive and negative, can be attributed to the organisation and create legal liability for both the author of the reference and the organisation.

3.3 Staff who breach any of the above policies will be subject to disciplinary action up to and including termination of employment.

#### **4. PERSONAL USE OF SOCIAL MEDIA**

Personal use of social media is never permitted during working hours or by means of our computers, networks and other IT resources and communications systems.

#### **5. PROHIBITED USE**

5.1 You must avoid making any social media communications that could damage our interests or reputation, even indirectly.

5.2 You must not use social media to defame or disparage us, our staff, pupils or any third party; to harass, bully or unlawfully discriminate against staff, pupils or third parties; to make false or misleading statements; or to impersonate colleagues, pupils or third parties.

5.3 You must not express opinions on our behalf via social media, unless expressly authorised to do so by your Headteacher. You may be required to undergo training in order to obtain such authorisation.

5.4 You must not post comments about sensitive LLMAT-related topics. You must not include our logos in any social media posting or in your profile on any social media.

5.5 Any misuse of social media should be reported to the Headteacher without delay.

#### **6. GUIDELINES FOR RESPONSIBLE USE OF SOCIAL MEDIA**

6.1 You should make it clear in social media postings, or in your personal profile, that you are speaking on your own behalf. Write in the first person and use a personal email address.

6.2 Be respectful to others when making any statement on social media and be aware that you are personally responsible for all communications which will be published on the internet for anyone to see.

6.3 If you disclose your affiliation with LLMAT on your profile or in any social media postings, you must state that your views do not represent those of your employer. You should also ensure that your profile and any content you post are consistent with the professional image you present to pupils, families and colleagues.

6.4 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until you have discussed it with your Headteacher.

6.5 If you see social media content that disparages or reflects poorly on us, you should contact the Headteacher without delay.

**7. MONITORING**

- 7.1 We reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including but not limited to social media postings and activities, to ensure that our rules are being complied with and for legitimate business purposes and you consent to such monitoring by your use of such resources and systems.

**8. BREACH OF THIS POLICY**

- 8.1 Breach of this policy may result in disciplinary action up to and including dismissal. Any member of staff suspected of committing a breach of this policy will be required to co-operate with our investigation.
- 8.2 You may be required to remove any social media content that we consider to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.