

BHASVIC

Social Media

Last Updated: **October 2016**

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1. Policy statement

The internet provides a range of social media tools that allow users to interact with one another, for example from rediscovering friends on social networking sites such as *Facebook* to keeping up with other people's lives on *Twitter* and maintaining pages on internet encyclopaedias such as *Wikipedia*. While recognising the benefits of these media as an opportunity for communication, this policy sets out the principles that BHASVIC staff and students are expected to follow when using social media.

It is crucial that students, parents and the public at large have confidence in the college's decisions and services. The principles set out in this policy are designed to ensure that staff members use social media responsibly so that the confidentiality of students and staff and the reputation of BHASVIC, hereafter referred to simply as the college, are safeguarded.

Staff members must be conscious at all times of the need to keep their personal and professional lives separate.

The senior manager with overarching responsibility for the maintenance and enforcement of this policy is the Assistant Principal (Director of Student Services), but all managers across the college have a responsibility to ensure that the principles, procedures and rules here are complied with.

2. Scope of policy

This policy applies to BHASVIC's governing body, staff, external contractors providing services on behalf of the college, teacher trainees and other trainees, volunteers and other individuals who work for or provide services on behalf of the College. These individuals are collectively referred to as 'staff' in this policy.

Student use of Social Media for College studies, or when otherwise identifying themselves as a BHASVIC student.

Personal use of social media as well as the use of social media for official college purposes, including sites hosted and maintained on behalf of the college.

This policy applies to personal web space such as social networking sites (for example Facebook), blogs, microblogs (such as Twitter), chat rooms, forums, podcasts, open access online encyclopaedias (such as Wikipedia), social bookmarking sites such as (Pinterest) and content sharing sites such as (Snapchat, Flickr, Instagram and YouTube). The internet is a fast moving technology and it is impossible to cover all circumstances or emerging media - the principles set out in this policy must be followed irrespective of the medium.

3. Legal Framework

All individuals working on behalf of the college are bound by a legal duty of confidence and other laws to protect the confidential information they have access to during the course of their work. Disclosure of confidential information on social media is likely to be a breach of a number of laws and professional codes of conduct, including:

The Human Rights Act 1998

The Computer Misuse Act 1990

The Data Protection Act 1998.

Confidential information includes, but is not limited to:

Personal information as defined by the Data Protection Act 1998

Information divulged in the expectation of confidentiality

College business or corporate records containing commercially or publicly sensitive information

Staff should also be aware that other laws relating to libel, defamation, harassment and copyright apply to information posted on social media, including:

Libel Act 1843

Defamation Acts 1952 and 1996

Protection from Harassment Act 1997

Criminal Justice and Public Order Act 1994

Malicious Communications Act 1998

Communications Act 2003

Copyright, Designs and Patents Act 1988.

The college could be held vicariously responsible for acts of their employees in the course of their employment. For example, staff members who harass co-workers online or who engage in cyberbullying or discrimination on the grounds of race, sex, disability, gender etc. or who defame a third party while at work may render the college liable to the injured party.

4. General Principles – Be Professional, Responsible and Respectful

Staff:

- must not engage in activities which might bring the college into disrepute.
- must not represent personal views as those of the college.
- must not discuss personal information about students, the college or other professionals worked with as part of your job.
- must not use social media and the internet in any way to attack, insult, abuse or defame students, their family members, colleagues, other professionals, other organisations or the college.
- must be accurate, fair and transparent when creating or altering online sources of information on behalf of the College.
- must be conscious of the need to keep their personal and professional lives separate. They should not put themselves in a position where there is a conflict between work for the college and personal interests.

Students:

Must be conscious of the need to maintain the terms and conditions of their Student College Contract when using Social Media, specifically:

- *"You should at all times show consideration to those members of the BHASVIC community* you come into contact with. Your interactions should be polite and you should actively respect the environment in which we all work... You are ambassadors for the College and are responsible for how your behaviour and language impacts on the good reputation of the College. These expectations apply both on and off-site and on and off-line, including comments you post about BHASVIC via social media."* *In this instance the community also includes the online community.
- Must not engage in activities involving social media which might bring the college into disrepute.
- Must not represent personal views as those of the college.
- Must not discuss personal information about students or staff.
- Must not use social media and the internet in any way to attack, insult, abuse or defame students, staff, their family members, colleagues, other professionals, other organisations or the college.
- Must be considerate of their colleagues if posting media items such as photos, videos.

The college promotes values of responsibility and respectfulness to all students. Increased awareness of the use of social media within the context of the terms and conditions of the student contract should be discussed.

5. Use of Social Media:

Personal use by staff:

Staff members should carefully consider whether they identify themselves as employees of the college in their personal web space to safeguard their privacy.

Staff members should not have any direct personal contact through any social medium profile with any current students unless the students are family members.

Staff members should not have any contact with students' family members through personal social media if that contact is likely to constitute a conflict of interest or call into question their objectivity.

If staff members wish to communicate with students through social media sites or to enable students to keep in touch with one another, they should only do so with the approval of the College and through official sites created according to the requirements specified in the 'On behalf of BHASVIC' section below and Appendix A.

Social networking sites allow photographs, videos and other images to be shared with thousands of other users. However, it may not be appropriate to share College-related information in this way. Staff should therefore be considerate to their colleagues if posting these items, ensuring that the reputation of the college is not damaged. college email addresses and other official contact details must not be used for setting up personal social media accounts or to communicate through such media.

College logos or brands must not be used or published on web space which is not specifically for college work and activity.

On behalf of BHASVIC

Official college sites are those that have been set up within a support or curriculum area to stimulate and facilitate interaction, discussion, teaching and learning on relevant topics.

Staff members can only use official College sites for communicating with students or to enable students to communicate with one another.

There must be strong education and college business reasons for creating official college sites to communicate with students or others.

Official college sites must be created only according to the requirements specified in Appendix A of this Policy. Sites created must not breach the terms and conditions of social media service providers, particularly with regard to minimum age requirements.

Staff members must at all times act in the best interests of young people when creating, participating in or contributing content to social media sites.

A strategy for continued use and succession planning must be considered and put in place. Where possible, all sites should have two staff members to administer and moderate the site this may include a site administrator and area line manager.

Where possible consider using closed groups with only current and ex- students as 'friends'. All sites should be clearly identifiable as a BHASVIC official site, for example by using the college visual identity and/or logo and /or prominently linking to the college website.

Marketing and Public relations

Social media sites set up for the use of marketing will involve promotional work, news and events and information giving such as snow day closures.

The comments of posts will be made on behalf of the college and must adhere to all legislation and must not bring the college into disrepute.

All photographic and video images must adhere to the college's organisational visual identity guidelines.

As far as is reasonable, the site organisers should obtain suitable permissions, including written OR verbal permission, for use of particular staff or student images on social media sites. Where this has not been possible, and a member of the College community later objects to their image being used, the image will be removed from all sites as soon as possible.

The style of sites set up for marketing purposes should carry the College branding and reflect the style and aims of the college.

6. Monitoring of Internet Use

The college may monitor usage of its internet and email services.

A site set up on behalf of the college would be suspended if this policy is breached.

Anyone managing, moderating or otherwise using a site on behalf of the College must report to the Assistant Principal (Director of Student Services) if they suspect that a college site is being misused.

7. Breaches of the Policy

Any breach of this policy may lead to disciplinary action being taken against those involved in line with the College Disciplinary Policy and Procedures.

Contracted providers of college services must inform the Assistant Principal (Director of Student Services) of any breaches of this policy so that appropriate action can be taken to protect confidential information and limit the damage to the reputation of the college. Any action against breaches should be according to contractors' internal disciplinary procedures.

Related Policies and Documents

- Acceptable use of Computers Policy
- Bullying and harassment Policy
- Code of Conduct for Staff
- Data Protection Policy
- Dignity at Work Policy
- Equality and Diversity Policy
- Instruments and Articles of Governance
- Organisational Visual Identity Manual College Charter
- Safeguarding
- Student College Contract
- Student Discipline Policy
- Dignity at Work Policy

APPENDIX A

Social Media Site Creation Approval Form

Use of social media on behalf of BHASVIC must be approved prior to setting up sites. Please complete this form and forward it to your line manager and then to the Assistant Principal (Director of Student Services)

Department		
Site administrator		
PURPOSE OF SOCIAL MEDIA SITE		
What is the proposed content of the site?		
PROPOSED AUDIENCE OF THE SITE – Please tick all that apply		
<input type="checkbox"/> Current students <input type="checkbox"/> Ex-students of BHASVIC / alumni <input type="checkbox"/> Current BHASVIC staff <input type="checkbox"/> Ex BHASVIC staff <input type="checkbox"/> Current students' family members, parents & carers <input type="checkbox"/> Students from other colleges (provide names of Colleges, if known) <input type="checkbox"/> External organisations (please provide details, if known) <input type="checkbox"/> Members of the public <input type="checkbox"/> Others; please provide details		
PROPOSED CONTRIBUTORS TO THE SITE – Please tick all that apply		
<input type="checkbox"/> Current students of BHASVIC (16-19) <input type="checkbox"/> Ex-students of BHASVIC / alumni <input type="checkbox"/> Current BHASVIC staff <input type="checkbox"/> Ex BHASVIC staff <input type="checkbox"/> Current students' family members, parents & carers <input type="checkbox"/> Students from other Colleges (provide names of Colleges, if known) <input type="checkbox"/> External organisations (please provide details, if known) <input type="checkbox"/> Others; please provide details		
ADMINISTRATORS OF THE SITE		
Names of administrators (At least 1 plus line manager or department delegate)		
Names of moderators (At least 1 plus line manager or department delegate)		
Who will host the site?	<input type="checkbox"/> BHASVIC <input type="checkbox"/> Third party; please give host name:	
Proposed date of going live		
Succession planning strategy (how will the site be maintained in the future if the current administrator/moderator leaves?)		
What procedures are in place to manage this account outside the normal term-time or working hours of the administrator/moderator?		
APPROVAL – approval from relevant people must be obtained before the site can be created		
Line Manager I approve the aims and content of the proposed site.	Name	
	Signature	
	Date	
Assistant Principal (Director of Student Services)	Name	
	Signature	
	Date	

APPENDIX B

Guidance document for staff and students:

Guidance for the use of Social Media

With the massive increase in recent times in the use of social media technologies (Facebook, Twitter, LinkedIn, Instagram, Yammer, etc.) and the scope this provides for a wider range of communications and information-sharing on a quick-and-easy basis, we have produced a clear set of guidelines for staff and students on the best use of social media. For staff these guidelines are designed to ensure:

- that professional relationships between staff and students are not compromised in any way;
- that the reputation of the college is secured;
- that data protection requirements are upheld.

These guidelines have a similar purpose for students including making sure that fellow students and members of staff at the college are not subject to personal abuse or 'cyber-bullying'.

This document gives a summary of the guiding principles governing the use of Social Media in BHASVIC. The full Social Media Policy contains more detailed guidance and can be accessed by a link on the front of the Staff Dashboard. Staff should familiarise themselves with these guidelines, cross referencing to the Staff Code of Conduct and the Professional Duties policies. If in any doubt about the suitability of any Social Media or relevant practices, you should consult the Policy itself and /or the Assistant Principal (Director of Student Services) who will be responsible overseeing and implementing the policy.

You should be aware that failure to adhere to the Guidance and the Policy may mean that you are in breach of your contract of employment.

Guidance for the use of Social Media

- ***Principles for Staff– Be Professional, Responsible and Respectful***

- Do:
 - keep your personal and professional lives separate
 - be accurate, fair and transparent when creating or altering online sources of information on behalf of BHASVIC.
- Don't:
 - allow current students access to any personal social media site you may have e.g. a friend on your personal Facebook site
 - put yourself in a position where there is a conflict between your work for the College and your personal interests
 - engage in activities involving social media which might bring BHASVIC into disrepute.
 - represent your personal views as those of BHASVIC on any social medium
 - discuss personal information about students, BHASVIC or other professionals you interact with as part of your job on social media
 - use social media and the internet in any way to attack, insult, abuse or defame students, their family members, colleagues, other professionals, other organisations or BHASVIC.

Staff wishing to set up a Social Media site in order to support teaching and learning or some other college function should complete the *Social Media Site Creation Approval Form* overleaf.

- ***Principles for Students– Be Professional, Responsible and Respectful***

- Do:
 - maintain the terms and conditions of your Student Contract when using Social Media, specifically the fourth fundamental obligation, namely *"You should at all times show consideration to those members of the BHASVIC community* you come into contact with. Your interactions should be polite and you should actively respect the environment in which we all work... You are ambassadors for the college and are responsible for how your behaviour and language impacts on the good reputation of the college. These expectations apply both on and off-site and on and off-line, including comments you post about BHASVIC via social media."* *In this instance the community also includes the online community
 - be accurate, fair and transparent when creating or altering online sources of information.
- Don't:
 - engage in activities involving social media which might bring BHASVIC into disrepute
 - represent your personal views as those of BHASVIC on any social medium
 - discuss personal information about students or staff at BHASVIC on College social media sites
 - use social media and the internet in any way to attack, insult, abuse or defame students, their family members, colleagues, other professionals, other organisations or BHASVIC.