

# Social Media Policy

This policy is effective in all Academies within the Learning without Limits Academy Trust and the Trust Central Team. Where the term 'Trust' is used in this policy, it covers all Academies and the Trust Offices. Where the term 'Principal' is used in the policy, it includes Executive Leaders in the Central Team.

<b>Associated Policies:</b>	
Child Protection and Safeguarding Policy	Recruitment Policy
Data Protection Policy	Staff Behaviour (Code of Conduct) Policy
Equality, Diversity and Inclusion Policy	Staff Expectations Policy
Online Safety Policy	Whistleblowing Policy

<b>Version: 1.4</b>	<b>Status: LIVE</b>
<b>Date: January 2024</b>	<b>Next Review: January 2025</b>

Version	Date	Author	Changes
V1.0	November 2019	AE	New Trust-wide version created.

V1.3	January 2022	AE/DG	Annual review by the COO and Director of IT & Estates. Academy logos updated. Table of Contents added. Updates to Trust staff and governance responsibilities, in line with the scheme of delegation. Legislation references updated and hyperlinks added. LwLAT Wellbeing Statement added.
V1.4	January 2024	AE/DG/KK	Policy formatting updated. List of Associated Policies updated. Reference to Trust Central Staff added. All references to pupil, student, children or young person updated to learner. All references to Director of IT & Estates updated to Chief Operating Officer (COO). 6.1 added to include online games and video sharing platforms under the term 'social media'.

## Contents

1.	Aims of this policy .....	2
2.	Scope of this policy .....	2
3.	Purpose of this policy.....	3
4.	Who is responsible for carrying out this policy? .....	3
5.	Legislation and statutory guidance .....	3
6.	Overview.....	4
7.	Personal Use of Social Media .....	4
8.	Guidelines for responsible personal use of social media.....	5
9.	Educational Use of Social Media.....	6
10.	Parent/carer consent .....	7
11.	Monitoring .....	7
12.	Breach of this policy .....	7
13.	LwLAT Wellbeing Statement .....	7
14.	Review of this Policy .....	8

### 1. Aims of this policy

- 1.1. The Learning without Limits Academy Trust aims to:
- minimise the risks of inappropriate use of social media by staff, learners and visitors.
  - ensure that social media is used safely and responsibly.
  - ensure that all issues arising from inappropriate use of social media are dealt with quickly effectively and within policy guidelines.

### 2. Scope of this policy

- 2.1. The policy:
- applies to all employees, officers, consultants, contractors, volunteers including Trustees and Governors, visitors, casual workers and agency workers within the Learning without Limits Academy Trust.
  - applies to the use of social media for business purposes as well as personal use that may affect the Trust and its Academies in any way.
  - ensures the Trust maintains its duty to safeguard learners, the reputation of each of its

### **3. Purpose of this policy**

- 3.1. Our purpose is to ensure safe internet and social media use by staff, learners and visitors as an essential part of our safeguarding duty of care for all.

### **4. Who is responsible for carrying out this policy?**

- 4.1. The implementation of this policy will be monitored by the Academy Principal and the Designated Safeguarding Lead (DSL).
- 4.2. Line Managers 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.
- 4.3. 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 DSL. Questions regarding the content or application of this policy should be directed to the DSL.
- 4.4. Monitoring the use of the network is the responsibility of the Trust's Technical Systems



7.2. You should:

- avoid making any social media communications that could damage the Trust or an individual Academy's interests or reputation, even indirectly.
- using social media to defame or disparage the Trust, our Academies, our staff, learners, parents/carers or any third party; to harass, bully or unlawfully discriminate against learners, parents/carers, staff or third parties; to make false or misleading statements; or to impersonate colleagues or third parties.
- not express opinions on oeiioarersual s,artklnate.9 (8.6 (nTj0.002 Tc 0.576 0 Td 0 Td( 6 (l)-1nTj0.002 Tco o 6 (l)-1nTjo (o)-(are)-f j-0..4 (s)ti .3 (u)2(o)-6.6 Tfo3 (are)-3 (n)2.2t)-2por d poys oegi-3 (s)-1.3 ( op)2.3 (re ooard



- Staff should not engage with any direct messaging of learners through social media where the message is not public
- Staff should not seek to view/link up with view learner accounts. For example, in the case of X (formally known as Twitter), staff should not “follow back” those who follow, share or like Trust or Academy comments/posts.

9.2. The failure to follow the rules set out may give rise to disciplinary action.

9.3. The use of social media for business purposes is subject to the remainder of this policy.

## **10. Parent/carer consent**

10.1. Each academic year parents/carers are asked whether they object to the Academy (and thereby its authorised staff) and the Trust using photographs and video images of their child for Trust and academy related purposes.

10.2. Each Academy Principal retains a list of those parents/carers who have objected to or who have placed any restrictions or limitations on the use of images of their child. This list will be available to the COO, where applicable.

10.3. Trust and Academy staff should familiarise themselves with the names of the learners on that list. It is a disciplinary offence to use, post or publish a photograph or video image of a learner contrary to the instructions of their parent/carer.

## **11. Monitoring**

11.1. 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.

11.2. We reserve the right to contact the SWGfL helpline and the Professionals Online Safety Helpline to assist with monitoring including the Online Mention Service.

## **12. Breach of this policy**

12.1. 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-

reason the Trust and its Academies will always endeavour to support staff when policies and procedures are being actioned.

## **14. Review of this Policy**

- 14.1. The LwLAT Trust Board has overall responsibility for the adoption, review and amendments of this policy. The Trust Board will review this policy annually, or earlier if necessary, to comply with statutory DfE updates and amendments.