



Champion EDUCATION TRUST

SOCIAL MEDIA POLICY

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A family of Schools

SOCIAL MEDIA POLICY

AIM OF THIS POLICY

Champion Education Trust is committed to using social media to improve how it interacts with parents, carers, other organisations and other key partners such as Social Care.

The Trust is also committed to making the best use of all available technology and innovation to improve the way it conducts business and communicates with parents and carers, including an increasing use of social media by schools and staff.

By its very nature, social media is fast and responsive, which makes it an excellent communication tool; however because of this when a mistake is made it can rapidly get out of control.

This policy is aimed at protecting staff and the reputation of the Trust, by ensuring that users are clear about, and understand, the appropriate use of social media in the workplace.

This policy is not intended to restrict genuine and work related use of what is an important method of communication and engagement. It is aimed at helping to get the most out of the social media tools available, whilst also maintaining a safe and professional environment for both the Trust and its employees.

SCOPE

This policy applies to all employees of the Trust and their personal social media channels.

EMPLOYEES' RESPONSIBILITIES WHEN USING SOCIAL MEDIA

For the purpose of this policy social media refers to any on-line web based tool which allows users to communicate with one another, by sharing information, opinions, knowledge and interests on line.

Examples of social media include, but are not limited to, use of apps, blogs, instant messaging, Facebook, Twitter, LinkedIn, YouTube, Instagram, Google+, Skype and Cloud Storage Solution.

As employees of the Trust, when using social media you need to take responsibility for the information that you are putting on line. Even in cases where blogs or web pages have private settings, any information that is posted, uploaded or shared can become public very quickly. It is therefore essential that employees stay within legal limits when using social media, both personally and professionally.

USING SOCIAL MEDIA FOR WORK PURPOSES

Employees must have express consent from their Manager to use the Trust's social media accounts as part of their work/job role and should not upload any materials to Trust accounts without prior consent. This applies both when working from home or from work, using either Trust IT equipment or personal devices.

Employees should be aware that they should not post, upload or share any information on line that is libellous, defamatory, may damage the trust's reputation or be subject to copyright when using the Trust's social media accounts. If you are unsure about what this includes please speak to your Manager

Employees should keep personal or private information relating to work, customers, colleagues and business partners confidential at all times. If you are unsure about what this includes please speak to your Manager.

PERSONAL USE OF SOCIAL MEDIA

Employees must ensure that any personal on line activity does not interfere with their job, their colleagues, and their responsibilities and duties as a Trust employee.

Employees must be aware that the information that they upload, share or post on social media is public and should not bring the Trust or its employees into disrepute.

Employees are permitted to access social media from a Trust PC at work providing they comply with the ICT Acceptable Use policy. This policy states that “short” and “occasional” use of Trust IT systems for personal use is allowed. Short means “in the users own time and for a few minutes” and occasional means once or twice per day.

Employees should only access social media for personal use from personal devices at work during their own time e.g. during breaks and lunch time. Managers will monitor the use of personal devices at work in the same way that they would any other activity e.g. personal phone calls, breaks etc. and deal with any excessive use individually.

ENSURING YOU STAY WITHIN THE SOCIAL MEDIA POLICY

It is important that your activities and actions are in line with this policy. Breaches of this policy could be seen as bringing the Trust into disrepute and/or considered misuse of Trust resources and equipment.

Any potential breaches of this policy will need to be investigated and this may include formal investigation in accordance with the Trust’s Disciplinary policy and procedure.

All employees need to be aware that as detailed in section 4 of this policy, if your actions on social media are also considered to be unlawful, you may also be subject to legal and criminal proceedings.

OTHER LINKED POLICIES/DOCUMENTS

- Employee code of conduct
- ICT Acceptable Use policy
- Disciplinary policy and procedure

FURTHER GUIDANCE

If Managers require further advice regarding the application of policy and guidance please contact your HR adviser.

POLICY REVIEW

This policy will be reviewed in accordance with any changes to statutory legislation and/or guidance and in consultation with the recognised trade unions.