**Social Media Policy**

**Rationale**

The widespread availability and use of social media applications bring opportunities to understand, engage, and communicate in new and exciting ways. It is important that we are able to use these technologies and services effectively and flexibly. However, it is also important to ensure that we balance this with our duties to Key Stage Coaching, the community, our legal responsibilities and our reputation.

For example, our use of social networking applications has implications for our duty to safeguard children, young people and vulnerable adults.

The policy requirements in this document aim to provide this balance to support innovation whilst providing a framework of good practice. They apply to all members of staff at Key Stage Coaching.

The purpose of the policy is to:

* •  Protect Key Stage Coaching from legal risks
* •  Ensure that the reputation of Key Stage Coaching, its staff and governors is protected
* •  Safeguard all children
* •  Ensure that any users are able clearly to distinguish where information provided via social

media is legitimately representative of Key Stage Coaching

**Definitions and Scope**

Social networking applications include, but are not limited to: Blogs, Online discussion forums, Collaborative spaces, Media sharing services, ‘Microblogging’ applications, and online gaming environments. Examples include Twitter, Facebook, Windows Live Messenger, YouTube, Flickr, Xbox Live, Blogger, Tumblr, Last.fm, and comment streams on public websites such as newspaper site.

Many of the principles of this policy also apply to other types of online presence such as virtual worlds.

All members of staff should bear in mind that information they share through social networking applications, even if they are on private spaces, are still subject to copyright, data protection and Freedom of Information legislation, the Safeguarding Vulnerable Groups Act 2006 and other legislation. They must also operate in line with Key Stage Coaching’s Equalities, Child Protection and ICT Acceptable Use Policies.

Within this policy there is a distinction between use of Key Stage Coaching‐sanctioned social media for professional educational purposes, and personal use of social media

**Use of Social Media in practice**

**1. Personal use of social media**

• Key Stage Coaching staff will not invite, accept or engage in communications with parents or children from the Key Stage Coaching community in any personal social media whilst in employment at Key Stage Coaching

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* •  Any communication received from children on any personal social media sites must be reported to the designated person for Child Protection (Deputy Headteacher – Pastoral)
* •  If any member of staff is aware of any inappropriate communications involving any child in any social media, these must immediately be reported as above
* •  Members of Key Stage Coaching staff are strongly advised to set all privacy settings to the highest possible levels on all personal social media accounts
* •  All email communication between staff and members of Key Stage Coaching community on Key Stage Coaching business must be made from an official Key Stage Coaching email account
* •  Staff should not use personal email accounts or mobile phones to make contact with members of Key Stage Coaching community on Key Stage Coaching business
* •  Staff are advised to avoid posts or comments that refer to specific, individual matters related to Key Stage Coaching and members of its community on any social media accounts
* •  Staff are also advised to consider the reputation of Key Stage Coaching in any posts or comments related to Key Stage Coaching on any social media accounts
* •  Staff should not accept any current pupil of any age or any ex‐pupil of Key Stage Coaching under the age of 18 as a friend, follower, subscriber or similar on any personal social media account

**2. Key Stage Coaching‐sanctioned use of social media**

There are many legitimate uses of social media within the curriculum and to support student learning. For example,

When using social media for educational purposes, the following practices must be observed:

* •  The content of any Key Stage Coaching‐sanctioned social media site should be solely professional and should reflect well on the Key Stage Coaching.
* •  Staff must not publish photographs of children without the written consent of parents / carers, identify by name any children featured in photographs, or allow personally identifying information to be published on Key Stage Coaching social media accounts
* •  Care must be taken that any links to external sites from the account are appropriate and safe
* •  Any inappropriate comments on or abuse of Key Stage Coaching‐sanctioned social media should immediately be removed and reported to a member of SMT
* •  Staff should not engage with any direct messaging of students through social media where the message is not public
* •  All social media accounts created for educational purposes should include a link in the About or Info page to the ICT Acceptable Use Policy on the Key Stage Coaching website. This will indicate that the account is officially sanctioned by Key Stage Coaching.

Policy Reviewed: July 2017 Next review date: July 2019