



SOCIAL MEDIA POLICY

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Version History	

Definition of social media

For the purposes of this policy, social media is any online platform or app that allows parties to communicate instantly with each other or to share data in a public forum. This includes social forums such as Twitter, Facebook and LinkedIn. Social media also covers blogs and video and image-sharing websites such as YouTube.

Employees should be aware that there are many more examples of social media than can be listed here and this is a constantly changing area. Employees should follow these guidelines in relation to any social media that they use.

Use of social media at work

Fairfield school has specifically blocked use of Twitter/Facebook/other social media on its computers / network.

Employees are allowed to access social media from personal devices that are not connected to the school Wifi but only at certain times. Employees must limit their use of social media to their official rest breaks such as their lunch break/times, and when they are between jobs/appointments, for example travelling times when they are not on the site where they are working.

Exceptions – Promoting the school through social media is a specific task allocated to the

Enrichment Activity Facilitator and members of the SLT in charge of the school Twitter account / Facebook page.

Whats App messenger communication to the school is only allowed in limited circumstances. That being communication from parents to the Children and Families Welfare Manager, this should only be on a school owned device that has encryption protection.

The data controller is Steve Walsh (School Business Manager). Fairfield has appointed Sharon Pipe from Radcat dpo@fairfieldschool.uk as its data protection officer.

Workers have a number of rights in relation to their data, including the right to make a subject access request and the right to have data rectified or erased in some circumstances. You can find further details of these rights and how to exercise them in the organisation's data protection policy. If workers believe that the organisation has not complied with their data protection rights, they can complain to the Information Commissioner.

Social media in your personal life

The organisation recognises that many employees make use of social media in a personal capacity. While they are not acting on behalf of the organisation, employees must be aware that they can damage the organisation if they are recognised as being one of our employees.

Employees are allowed to say that they work for the organisation, which recognises that it is natural for its staff sometimes to want to discuss their work on social media. However, the employee's online profile (for example, the name of a blog or a Twitter name) must not contain the organisation's name.

If employees do discuss their work on social media (for example, giving opinions on their specialism or the sector in which the organisation operates), they must include on their profile a statement along the following lines: "The views I express here are mine alone and do not necessarily reflect the views of my employer."

Any communication that employees make in a personal capacity through social media must not bring the organization into disrepute, for example

- Criticizing or arguing with parents, pupils, staff, visitors, suppliers, customers, colleagues or rivals
- Making defamatory comments about individuals or other organisations or groups
- Posting images that are inappropriate or links to inappropriate content
- Do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by
 - making offensive or derogatory comments relating to sex, gender reassignment, race including nationality, disability, sexual orientation, religion or belief or age
 - Using social media to bully another individual such as an employee of the organization, or posting images that are discriminatory or offensive or links to such content

- Breach copyright, for example
 - using someone else's images or written content without permission
 - failing to give acknowledgement where permission has been given to reproduce something
- Breach confidentiality, for example by:
 - revealing trade secrets or information owned by the organisation;
 - giving away confidential information about an individual such as a colleague or customer contact or organisation such as a rival business
 - discussing the organisation's internal workings such as deals that it is doing with a customer/client or its future business plans that have not been communicated to the public

Use of social media in the recruitment process

Unless it is in relation to finding candidates for example, if an individual has put his/her details on social media websites for the purpose of attracting prospective employers, the HR department and managers will not, either themselves or through a third party, conduct searches on applicants on social media. This is because conducting these searches during the selection process might lead to a presumption that an applicant's protected characteristics (for example, sexual orientation or religious beliefs) played a part in a recruitment decision. This is in line with the organisation's equal opportunities policy.

Disciplinary action over social media use

All employees are required to adhere to this policy. Employees should note that any breaches of this policy may lead to disciplinary action. Serious breaches of this policy, for example incidents of bullying of colleagues or social media activity causing serious damage to the organisation, may constitute gross misconduct and lead to summary dismissal.