



**RAINFORD
HIGH**

PART OF RAINFORD ACADEMIES TRUST

Rainford High

Social Media Policy

Everyone Matters

We expect our community to be polite and respectful

Everyone Helps

We expect our community to make sensible choices

Everyone Succeeds

We expect our community to work hard

Guidance Owner	Principal
Scope of the Policy	Rainford Academies Trust
Policy responsibility	Principal
Date initially approved	December 2018
Written/last reviewed	December 2020
Next review due	December 2021
Summary of key changes	N/A

Introduction

Social networking activities conducted online outside work, such as blogging (writing personal journals to publicly accessible internet pages), involvement in social networking sites and posting material, images or comments on sites such as You Tube can have a negative effect on an organisation's reputation or image. Rainford High has a firm commitment to safeguarding children in all aspects of its work and is committed to ensuring the dignity of its staff and associates.

This policy has been written to set out the key principles and code of conduct that we expect of all members of staff with respect to their responsibilities in connection with the use of social networking sites.

This policy is inextricably linked with the over-arching "Code of Conduct for Employees in Schools" and must be read and applied in conjunction with that document. Moreover employees need to be aware that a failure to meet expectations regarding the use of social media could result in gross misconduct or misconduct which could result in disciplinary action (refer to "St Helens Disciplinary Rules and Procedures for Schools"). To that end this policy, and adherence to it, is intended to protect the interests of staff, volunteers and Rainford High and its pupils.

Key Principles

1. Everyone at Rainford High has a responsibility to ensure that they protect the reputation of the school, and to treat colleagues and members of the school with professionalism and respect.
2. The term "Everyone" includes Staff, Trustees, volunteers and all adults connected to Rainford High in an official capacity.
3. It is important to protect everyone at Rainford High from allegations and misinterpretations which can arise from the use of social networking sites.
4. Safeguarding children is a key responsibility of all members of staff and it is essential that everyone at Rainford High considers this and acts responsibly if they are using social networking sites out of school.
5. Anyone working in Rainford High either as a paid employee or volunteer must not communicate with pupils or students of Rainford High via personal social networking accounts.
6. This policy relates to the personal use of social networking sites. The use of Rainford High's various official social networking is restricted to the nominated individuals who are expected to maintain a professional standard in all their work.
7. The details of any specific incident, protocol, pupil or person at Rainford High should not be shared through Social Media even if there is anonymity.
8. Rainford High has several official and affiliated social media accounts which are used for effective and positive communication of Rainford High. Individuals (employees and volunteers) who use these accounts must use due care and diligence to ensure that Rainford High is portrayed positively and that Rainford High, individuals or other organisations are not treated inappropriately through the use of social media.

Aims

1. To set out the key principles and code of conduct expected of all members of staff, trustees and volunteers at Rainford High with respect to social networking.
2. To further safeguard and protect children and staff.

Code of Conduct for Everyone at Rainford High – Social Networking

When using personal Social Media accounts, the following are not considered acceptable for anyone at Rainford High:

1. The use of Rainford High's name, logo, or any other published material without written prior permission from the Headteacher. This applies to any published material including the internet or written documentation.
2. The posting of any communication or images which links Rainford High to any form of illegal conduct or which may damage the reputation of Rainford High. This includes defamatory comments.
3. The disclosure of confidential or business-sensitive information; or the disclosure of information or images that could compromise the security of Rainford High.
4. The posting of any images of employees, children, trustees or anyone directly connected with Rainford High whilst engaged in school activities.

In addition to the above everyone at Rainford High must ensure that they:

5. Do not make any derogatory, defamatory, rude, threatening or inappropriate comments about Rainford High or anyone at or connected with Rainford High. This applies to both personal and school affiliated social media accounts.
6. Use social networking sites responsibly and ensure that neither their personal or professional reputation, nor Rainford High's reputation is compromised by inappropriate postings.
7. Are aware of the potential of on-line identity fraud and to be cautious when giving out personal information about themselves which may compromise their personal safety and security.

Potential and Actual Breaches of the Code of Conduct

In instances where there has been a breach of the above Code of Conduct, the following will apply:

1. Any breaches of this policy will be fully investigated. Where it is found that there has been a breach of the policy this may result in action being taken under the Disciplinary Procedure. A breach of this policy will be considered to be a serious disciplinary offence which is also contrary to Rainford High's ethos and principles.
2. The trustee Body will take appropriate action in order to protect Rainford High's reputation and that of its staff, parents, trustees, children and anyone else directly linked to Rainford High.
3. Volunteers who are in breach of this policy can be instructed not to continue in their role within Rainford High.
4. Any breach that is considered serious can and will be reported to the Police.

We are committed to safeguarding and that is our primary concern.