

Social Media Policy

Primary person responsible for updates to this policy: Chris Randell

Job title: Principal

Last review date: July 2021

Next review date: July 2022

Relevant ISI coding (if applicable)

Circulation: This policy has been adopted by the governors and is available to parents on request. It is addressed to all members of staff and volunteers and applies wherever they are working with children.

'Parents' refers to parents, guardians and carers.

Social Media Policy

Scope of this policy

This policy is one element of our overall safeguarding strategy and should be read in conjunction with our other policies, especially:

- Safeguarding
- E-safety
- ICT Usage, including the Art and Photography ICT policy
- Anti-Bullying
- PSHEE

General guidelines

This policy refers to personal web-space such as social media sites (e.g. Facebook, Snapchat), microblogs (e.g. Twitter) as well as content sharing sites (e.g. Flickr and YouTube) and online encyclopaedias (e.g. Wikipedia). It is not possible to name all emerging media so the principles of this policy must be followed regardless of the medium.

Student guidelines

- Students should be aware that college staff may have personal and professional social media accounts. Staff professional accounts will feature the staff name and ACM (Abbey College Manchester) as the username and the staff will have the E-Safety Coordinator linked into their account where applicable. Staff will upload a professional photograph of themselves where possible. Staff are trained in social media awareness and safeguarding and will not engage in any personal messaging with students.
- Sites such as Facebook and Twitter may be used by staff as a tool for learning, and to contribute to our online community for Facebook. Students should not be 'friends' with staff or strangers online. Students can contact any member of staff, or any of the recommended contacts in student planners, if concerned about social media and unwelcome or inappropriate contact. Students will not be in trouble for raising concerns and the all staff in the college are committed to helping students who are worried about online safety.
- Students should ask first before setting up any social media groups linked to the college. Students should meet with their Heads of House for permission all such groups will need to be documented by a senior member of staff with full access given to membership and site content at all times.

- Students should not send anonymous communication to the college or to any staff.
- Students will face serious consequences for any inappropriate contact with staff or if they impersonate anyone online.
- Students should set privacy levels of their personal sites as strictly as possible to control who sees their information and should check privacy settings regularly.
- When choosing a profile picture for a social networking website like Facebook or Twitter, students should avoid photos that could give clues about where they live.
- Students should not reveal their place and date of birth on social media sites as this raises the risk of identity theft.
- Students should only respond to staff professional email accounts and not personal email accounts. Professional email accounts are listed in the student planners and follow the format of `firstname.lastname@abbeymanchester.co.uk`.
- Caterers, cleaners and external visitors or external people who run clubs do not contact students via email, any contact should be reported by students to someone in the college who will notify the Designated Safeguarding Lead, Christopher Randall.

Staff guidelines

- Staff may use file sharing services and share their password and details with the ICT Manager (the DSL and Principal will have access to these details) and all professional online accounts are monitored weekly. This covers Dropbox, Google Share, Apple Share, Weebly and any number of online file-sharing setups online. It should also include any online accounts set up with a college email account or mentioning the college name such as Facebook. Details of all accounts will be kept on a register so we have a record of what is set up in the college name.
- Staff must only use their college email address with which to communicate with students.
- If in exceptional circumstances a member of staff needs to contact a student with their own personal email address they must copy in their professional account and the relevant Head of House.