

# SOCIAL MEDIA POLICY

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**Status:** *Non-statutory*

<b>Document Type</b>	Social Media Policy			
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<b>Summary</b>	The policy governs the publication of, and commentary on, social media by employees of City Learning Trust (CLT) and its related companies. For the purposes of this procedure, social media means any facility for online publication and commentary, including, and without limitation, blogs, wikis, and social networking sites (such as Facebook, LinkedIn, Twitter, Flickr, and YouTube).			
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	Haywood	Trentham	Mill Hill	Smallthorne

## VERSION CONTROL

Version No:	Type of change	Date	Revisions from previous version
0.1	New Document	April 2020	New Policy
1.0	Bi-annual review	Sept 2020	Corporate format only, no other changes

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## 1. STATUS

- a. Non statutory.

## 2. INTRODUCTION

- a. This section of the policy governs the publication of, and commentary on, social media by employees of City Learning Trust (CLT) and its related companies. For the purposes of this procedure, social media means any facility for online publication and commentary, including, and without limitation, blogs, wikis, and social networking sites (such as Facebook, LinkedIn, Twitter, Flickr, and YouTube). This section of the policy is in addition to, and complements, any existing or future policies regarding the use of technology, computers, e-mail and the Internet.

## 3. PURPOSE AND SCOPE

- a. CLT employees are subject to the procedure outlined below when contributing to social networking sites and when using CLT ICT hardware and/or the CLT network.
- b. In addition, when identifying themselves as an employee of CLT, whether using CLT hardware and/or network, or when using personal ICT hardware and/or internet connection, (other than as an incidental mention of place of employment in a personal blog on topics unrelated to CLT) any comment must be identified as personal, and not representative of the view or opinion of CLT.
- c. Only individuals who have agreed authority to speak on behalf of the Trust may comment on social networking sites in respect of CLT.

## 4. PROCEDURE

### 4.1 Confidential Information

- a. It is strictly forbidden to publish confidential information about, or in relation to, CLT or Trust or personal social networking sites or blogs.
- b. Confidential information includes unpublished details of current projects, financial information, school material, and student information. If you are in doubt as to whether the information is confidential or not, it should not be published.

### 4.2 Protecting Privacy

- a. Privacy settings on social networking sites that might allow others to post information, or see information that is private or personal, should be set to limit access to trusted parties only. At all times, employees must be mindful of posting information that you would not want the general public to see.
- b. What you publish may be around for a long time, so consider the content carefully and be especially cautious about disclosing personal details in your posts and blogs.

### 4.3 Copyright

- a. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.

### 4.4 Honesty, Transparency And Integrity

- a. It is recommended you use your real name and be clear who you are when using social media sites.
- b. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out.
- c. If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so.

### 4.5 Respecting Your Audience:

- a. The public in general, and CLT employees and students, reflect a diverse set of customs, values and points of view. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (i.e. no ethnic slurs, offensive or defamatory comments, personal insults or obscenities), but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory - such as politics and religion.
- b. Use your best judgement and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of CLT.

#### **4.6 Protecting Our Partners:**

- a. Partner schools or students should not be cited, or obviously referenced without their prior approval.
- b. Never identify a partner or student by name without permission and never discuss confidential details of partner/supplier engagement.
- c. Staff should not befriend students who are currently at the school or the City College and should exercise common sense and mature judgements when befriending ex-students, considering the age, maturity and behaviour whilst they were attending the Academy. Staff should consider if the ex-student has siblings currently at the Academy or 6<sup>th</sup> form and should not befriend if this is the case.

#### **4.7 Misrepresentation And Disclaimers:**

- a. If you see misrepresentations made about CLT you should make your line manager aware at the earliest opportunity.
- b. If you speak about others, make sure what you say is factual and that you do not resort to criticism of that party.
- c. Avoid online arguments. Don't try to settle scores or goad fellow bloggers, competitors or others into inflammatory debates.
- d. Many social media users include a prominent disclaimer saying who they work for, but that anything that they publish is their personal opinion, and not necessarily the opinion of the company they work for (i.e. CLT).

#### **4.8 Use At Work:**

- a. Social networking, including blogging, must not interfere with your responsibilities and tasks during working hours.
- b. It is permitted to use social networking sites only in designated break and lunch times, and in accordance with this procedure

#### **4.9 Disciplinary Action:**

- a. Using your blog or social media micro-site to publicly criticise, spread false rumours about CLT, our partners, or your co-workers may lead to disciplinary and/or legal action.
- b. Violation of the use at work section of this procedure may result in disciplinary action, up to and including termination of an employee's contract of employment.

### **5. MONITORING AND REVIEW**

- a. This policy has been approved by the Board of Trustees. It will be reviewed by the Policy and Procedures Working Group on a bi-annual basis to ensure continuing compliance.