ONLINE SAFETY & SOCIAL MEDIA POLICY

Seymour Primary School

This policy was adopted on: 1st September 2023

It will be reviewed: July 2024

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It was ratified by Governors on:

Chair of Governors	Name: Simon Mitchell Signature: Date:
Headteacher	Names: Carol Collins & Emma Eardley Signature: *EmmaEardley C.Collins* Date: 24th July 2023

1. **Introduction**

Seymour Primary School recognises social media* as an important means of communication for the organisation (a business use) and something any employee may wish to use in their own personal capacity (personal private use).

This policy outlines the steps all staff must take to ensure that an appropriate

- **separation** is maintained – between Seymour Primary School business use and individual employee personal private use of social media;
- **balance** is maintained – between personal freedom of expression and Seymour Primary School need to manage reputational risk and protection its business interests.

Employees wishing to use social media in a personal private capacity (i) outside the workplace (ii) outside of work time (iii) on their personal device(s) and/or (iv) from their own personal social media accounts should note:

- While they are not acting on behalf of Seymour Primary School in such circumstances, their conduct online can still cause harm to school if they are recognised online as being an employee.
- There remains the possibility of disciplinary action if the terms of this policy are not met.

Seymour Primary School has adopted the following social media policy. It applied to all employees and volunteers at the school. The sections detailed in this policy are as follows:

- **General Rules**
- **Seymour Primary School official social media accounts**
- **Personal private use of social media**
- **Protecting employee personal information**

* Social media includes blogs and discussion forums.

2. **General Rules**

Access to social media on:

- Seymour Primary School equipment – is restricted to those authorised to manage the official Seymour Primary School social media accounts (see 2. below).
- Personal devices – must only occur outside working hours, i.e. before and after work, or at lunch or break times in the staffroom.

When using social media, employees must **not:**

2.1. Conduct themselves in a way that is potentially detrimental to Seymour Primary School or which brings the school (or its staff, children and parents, suppliers and partners) into disrepute. Examples include posting or liking images, video clips or links to other content that are inappropriate;

2.2. make any derogatory, offensive, discriminatory, untrue, negative, critical or defamatory comments about Seymour Primary School, its staff, children and parents, suppliers and

partners. This includes any information which may enable someone to identify or recognise someone else, or attempt to identify someone else;

2.3. make any comments that could constitute unlawful discrimination, harassment or bullying contrary to the Equality Act 2010 or post any images or video clips that are discriminatory or which may constitute unlawful harassment or bullying;

2.4. allow their engagement with social media to harm working relationships with or between staff, children and parents, suppliers and partners. Examples include criticising or arguing with such persons;

2.5. use social media as a method of sharing (for work purposes) or otherwise disclosing personal information about staff, children and parents, suppliers and partners. This includes any information which may enable someone to identify or recognise someone else, or attempt to identify someone else;

2.6. disclose any trade secrets or confidential, proprietary or sensitive information belonging to Seymour Primary School, its staff, children and parents, suppliers and partners, or any information which could be used by one or more of Seymour Primary School competitors. Examples include information about Seymour Primary School work, products and services, proposed bids, business plans or staff morale, or maintain the publication of any content that breaches this policy if asked to withdraw publication by Seymour Primary School.

3. **Seymour Primary School official social media accounts:**

The following teams will manage Seymour Primary School official social media accounts:

- **Twitter – Senior Leadership Team and designated Administrative Staff**

These teams will have approved guidance on publishing information via social media. This will include, as a minimum, guidance on

- Securing any required copyright or consent in order to publish information and/or images.
- The controls in place to check information and data before publication, to reduce the risk of an accidental disclosure of personal, personal sensitive or business sensitive information.

All requires to publish information via social media for Seymour Primary School **purposes** must be made to the relevant teams outlined above. Employees must not masquerade as an official or other formal Seymour Primary School **social** media account.

4. **Personal private use of social media**

Use of social media outside of work time, on personal devices and/or from an employee's own personal social media account will not remove the possibility of disciplinary action.

Any intended personal private use of social media must be conducted with the highest privacy settings available – i.e. attempts must be made to restrict the account, for example, so access to the account is limited – with deliberate consideration of your actual or potential followers and/or connections.

For example, a 'personal' account that can in fact be accessed by colleagues, friends, family, the wider public and others using social media would not be considered as purely for personal private use, and your conduct on such an account must adhere to the General Rules outlined at section 1 above.

5. **Protecting employee personal information**

Staff must be aware of their own personal online security when using social media.

Staff should take appropriate steps to reduce the risk of;

- **identity theft** – by using any available privacy settings to ensure that access to their account is limited.
- **their other online accounts being compromised** – by not posting passwords, or any personal information that has been used as a password (or part of a password) such as birthdays, place of birth, names of spouse, children and/or pet.*

* Such personal information should not be used as a password for any Seymour Primary School system or account.