Bishop Chadwick Catholic Education Trust

Social Media Policy

Agreed by Directors:	May 2022;
Reviewed:	May 2023; May 2024
Next Review Date:	May 2026

TABLE OF CONTENTS

1. 0 Definitions

1.1 "Social Media" in this document, refers to platforms such as Facebook, Twitter, LinkedIn, Instagram, TikTok, YouTube, Flickr, blogs and vlogs and participation in web forums, message boards or online polls as a representative of Bishop Chadwick Catholic Education Trust (BCCET) or a specific school.

2.0 Introduction and background

2.1 The Trust recognises the numerous benefits and opportunities which having a social media presence offers, and schools within the Trust are encouraged to have a positive presence online, however, there are some risks associated with social media use, such as, personal and professional reputation, safeguarding, bullying or reputational damage for the Trust. This policy aims to encourage the safe use of corporate social media.

2.2 It is crucial that pupils, parents, and the public have confidence in the Trust's / school's decisions and services. The principles set out in this policy are designed to ensure that staff members use social media responsibly so that confidentiality of pupil's and other staff, and the reputation of the individuals, the school and the Trust are protected.

3.0 Scope

3.1 This policy is supported by, and should be read in conjunction with, the Trust's Acceptable Use of IT Systems Policy, Staff Code of Conduct , Data Protection and Information and Cyber Security Policy.

3.2 This policy applies to all staff - Directors, Governors, external contractors providing services on behalf of the school/Trust, teacher trainees and other trainees, volunteers, temporary staff, and other individuals who work for or provide services on behalf of the Trust. These are collectively referred to as "individuals" in this policy.

3.3 This policy applies to all online communications, which directly or indirectly, represent the Trust / school, posted at any time and from any platform.

3.4 The Trust respects privacy and understands that individuals may use social media forums in their professional lives. Personal communications which do not refer to or impact upon the Trust/school are outside the scope of this policy, the Staff Code of Conduct covers personal social media use. This policy covers any social media where there is a link to the Trust as your employer for example LinkedIn, or an account in your professional capacity e.g. Headteacher, Specialist or Director Twitter account.

3.5 Official Trust /school accounts should follow set protocol. Professional communications are those made through official channels, posted on a school account, or using the Trust / school name. All professional communications are

within the scope of this policy. Individuals who set up professional accounts should follow protocols.

4.0 Legal framework
4.1 Bishop Chadwick Catholic Education Trust is committed to ensuring that all individuals provide confidential services that meet the highest standards. All individuals working on behalf of the Trust are bound by a legal duty of confidence and other laws to protect the confidential information they have access to during the course of their work.

Acceptable use of social media must comply with UK Law. Anything shared through social media is subject to copyright, data protection and freedom of information legislation. Where a person can be identified from a photograph or a video, then that piece of media contains their personal data. Its use is therefore covered by Data Protection Legislation (UK General Data Protection Regulations (GDPR), 2018).

4.2 Individuals should also be aware that other laws relating to libel, defamation, harassment, and copyright may apply to information posted on social media.

4.3 The Trust policies on Staff Code of conduct, Data Protection and Acceptable IT Use, and Safeguarding must be followed in all communication, especially regarding the posting of images of children.

5.0 Roles and responsibilities
5.1   Directors:
   • Approving social media policy and updates

5.2   Trust Central Team:
   • Implement the Social Media Policy
   • Ensure compliance and monitoring of BCCET accounts.
   • Ensure action in the event of staff changes to protect the organisation.
   • Ensuing passwords remain confidential.
   • Facilitate training and guidance on Social Media use; and
   • Develop the Social Media policy.

5.3   Headteacher or delegated SLT member:
   • Implement and monitor the social media policy.
   • Taking a lead role in investigating any reported incidents; making an initial assessment and involve appropriate staff and external agencies as required.
   • Receive and approve applications for creation of social media accounts.
   • Designate members of staff to administer / post to the account.
   • Ensure action in the event of staff changes to protect the organisation.
   • Ensuing passwords remain confidential.

5.4 Administrator / Moderator of the school/team:
- Create the account following SLT approval.
- Post, review, monitor and moderate content and reporting.
- Ensure compliance and monitoring of accounts.
- Ensure action in the event of staff changes to protect the Organisation (removal of access)
- Ensuing passwords remain confidential.
- Notify Trust Central team of the account details and any changes.

5.5 Individual:
- Ensure compliance with the Social Media policy, Staff Code of Conduct, and other relevant policies.
- Attending appropriate training as relevant to their role.
- Regularly monitor and manage content they have posted via school accounts.
- Ensure that content on professional accounts relating to your role in the Trust /school reflects the values of BCCET.

6.0 Implementation

6.1   All new staff are required to read and sign the Social Media policy as part of their induction.

6.2   Existing staff will be notified of the policy via Headteacher/CEO and the policy made available via the Intranet.

6.3   Staff with Administrator responsibilities for social media should complete social media training and read the how-to guidance. Training should be refreshed every three years.

7.0 Creating new accounts

7.1 The Trust and schools are encouraged to consider if a social media account will support their work. An individual wishing to create a school/corporate account must present a business case to their SLT (see Appendix B). Consideration should be given to:

- The aim of the account and intended audience.
- What accounts already exist and how these compliment
- Account management (content generation, frequency of posts, promotion, reporting)
- Who will run the account (minimum of two admins per account).
- Will the account be open (public) or closed (private)

7.2 Following consideration by the Headteacher/CEO an application will be approved or rejected. SLT must be satisfied that anyone running a social media account on behalf of the Trust has read and understood this policy and received appropriate

training/how to guides. This also applies to anyone who is not directly employed by the school, including volunteers.

7.3 Official school accounts should be created and managed in accordance with the guidelines in **Appendix A** of this Policy. Paying particular attention to ensuring the Trust IT Manager and Communication & Marketing Manager are informed of the account details.

8.0 Managing accounts

8.1 Staff managing or posting to social media accounts must follow the guidance in Appendix A. Training and support in the form of How-To guidance are available from the Trust Communication and Marketing Manager.

8.2 Any issues with accounts should be flagged with your Headteacher in the first instance and then the Trust Communication and Marketing Manager and IT Manger notified.

8.3 When staff leave the organisation or move to a role where they no longer require access to social media accounts their access must be removed and the account password changed.

8.4 Accounts that are neglected or not well managed pose a potential risk to the Trust and school's brand and image. Accounts with no content for a three-month period will be considered dormant and the administrator contacted to either delete or revive the account.

8.5 Staff managing social media should be regularly checking (week days daily) the notifications, so they are aware of any messages or comments, which require a response. Ideally, receipt of these should be acknowledged within 48 hours.

8.6 Handling negative comments, messages. If the comment relates to a complaint respond publicly and take the conversation offline 'Thanks for your comment, please contact us directly via DM or *insert office email* to discuss' you can also send a direct message to the person with the same content. If a comment is abusive, offensive, or unacceptable then the comment should be hidden.

8.7 Use of images and video. Permission to use any photos or video recordings must be sought in line with the Trust's Consent and Data Protection policies. Individuals should exercise their professional judgement about whether an image is appropriate to share on Trust / school social media accounts in addition to ensuring you have in place the correct permissions. If you are unsure, please seek advice from your line manager.

9.0 Breaches of this policy

9.1 Any breach of this policy may lead to disciplinary action being taken against the individual involved in line with the Trust's Disciplinary Policy and Procedure.

9.2 A breach of this policy leading to breaches of confidentiality, or defamation or damage to the reputation of the Trust / school or any illegal acts or acts that render the Trust / school liable to third parties may result in disciplinary action or dismissal. Where conduct is considered illegal, the Trust / school will report the matter to the police and other relevant external agencies.

9.3 Contracted providers of the Trust / school must inform the Trust / school SLT link immediately of any breaches of this policy so that appropriate action can be taken to protect confidential information and limit the damage to the reputation of the Trust / school. Any action against breaches should be according to contractors" internal disciplinary procedures.

APPENDIX A: Managing corporate social media accounts

A.1.1 Prior to creating an account, careful consideration must be given to the following as establishing a social media account is a long-term commitment and gives audience an expectation.

- the audience you are trying to reach (to ensure correct channel selected)
- the purpose and if the overall investment is going to achieve the outcomes.
- What accounts already exist and could these be used/does this compliment
- How will the account be managed (how will you generate content (posts), how often will you post, who will post, how will you be promote, how will you measure success and report/evaluate)
- Who'll run the account (minimum of two admins per account); consider cover.
- Will the account be open (public) or closed (private)

Then Appendix B form submitted and await approval prior to setting up an account.

A.1.2 Where possible, individuals must create school/corporate social media accounts using a school managed email address and not a personal email address.

A.1.3 Accounts created must not breach the terms and conditions of social media service providers.

A.1.4 Individuals must create the account using as many security features enabled as possible to reduce the risk of the account being compromised by hacking. For example, use Multi Factor Authentication to log into the account as well as a strong password.

A.1.5 Individuals must inform the Trust IT Manager and Communications and Marketing Manager of the social media platform, account username and administrators.

A.1.6 Social media accounts should include in the account about information a disclaimer (This account is not monitored 24/7) and if appropriate to the platform include house rules e.g. Abuse will not be tolerated, be kind etc. (contact the Communication & Marketing Manager for advice).

A.1.7 Staff managing corporate accounts should not direct message with pupils under any circumstances. Staff managing school accounts should not direct message with any followers. This should be made clear in the account info/profile e.g. "This page will not respond to direct messages please email school directly on *enter school office email* with any queries."

A.1.8 In line with the Trust Cyber Security Policy only information classified as 'public' can be shared via Social Media Platforms. Unless they are strictly Private Groups then 'internal' classified information may be shared. 'Confidential' classified information should not be shared via social media unless it is for managing Business Continuity/ Emergency situations.

A.1.9 The tagging people in images function for posts should be turned off.

A.1.10 The tone of content published on social media should be appropriate to the audience, whilst retaining appropriate levels of professional standards and in line with the values of the Trust. Anything deemed controversial should be approved by Headteacher/SLT prior to posting.

A.1.11 Content may attract media enquiries. All media enquiries MUST be forwarded to the Trust Communication & Marketing Manager immediately copying in the relevant Headteacher. Any media making direct contact via social media should be advised to contact the Trust Communication & Marketing Manager (enquiries@bccet.org.uk).

A.1.12 Staff members must under no circumstances communicate with the media without the advice or approval of the Trust Communication & Marketing Manager and relevant Headteacher.

A.1.13 Evaluation of accounts is important to ensure they are fit for purpose and achieving their objectives. This can be done in the form of an annual report to the COO detailing overall number of followers, number of posts per month, reach and engagement (the Trust will provide a how-to procedure and report template to support this activity).

A.1.14 Individuals must not disclose information, make commitments, or engage in activities on behalf of the Trust / school without authorisation.

A.1.15 Permission must be sought from the relevant people before citing or referencing their work or referencing service providers, partners, or other agencies.

A.1.16 Bishop Chadwick Catholic Education Trust and its schools hosted accounts must always include the school logo or brand to ensure transparency and confidence in the account. The logo should, where possible, link back to the relevant page on the school website.

A.1.17 Social Media content should not endorse a brand, service, or charity. Care must be taken when retweeting opinions expressed by others as it can be seen as endorsement, which could be considered, as libellous.

A.1.18 Personal opinions should not be expressed on official accounts.

APPENDIX B: Request for a new social media account

Request Form: New social media account

Bishop Chadwick
Catholic Education Trust

Complete the below form to request approval for a new social media account on behalf of BCCET/Schools. Forward to your Headteacher or for Central Team the CEO.

School Name:	
Date of request:	
Your name & title: **Your email:**	
Type of Account (e.g. Facebook, Facebook Group, Twitter etc.)	
Your line manager's name and title:	
Purpose of setting up this account: (include your aims and how you will measure success)	
Audience for the account (tick all that apply)**:**	o⠀⠀⠀⠀Pupils of the school (provide age range) o⠀⠀⠀⠀Trust/School staff o⠀⠀⠀⠀Pupils' family members o⠀⠀⠀⠀Community o⠀⠀⠀⠀External organisations e.g. partners o⠀⠀⠀⠀Members of the public o⠀⠀⠀⠀Other, please specify: ……………………………………………
Proposed content for the account:	
Who will run the account: (minimum of two admins per account);	
Account management: (how will you generate content; how often will you post; will the account be open or closed; how will you promote; reporting arrangements)	
Please list school accounts that already exist across all platforms:	

Office use:

Date received:⠀⠀⠀⠀⠀⠀⠀⠀⠀⠀⠀⠀⠀⠀**Headteacher name:**
Approved:⠀⠀⠀⠀⠀⠀⠀⠀⠀⠀⠀⠀⠀⠀⠀⠀⠀⠀**BCCET IT Mgr./Comms Mgr. informed:**
Account name/URL:⠀⠀⠀⠀⠀⠀⠀⠀⠀⠀⠀**Email linked to account:**
Two-factor authentication:⠀⠀⠀⠀⠀⠀**IT Manager mobile: 07535 836031**