



MARLBOROUGH COLLEGE

SOCIAL MEDIA POLICY

This Policy will have regard to the Government (DfE) guidance in the following documents:

- **Keeping Children Safe in Education (KCSIE) - Statutory Guidance for Schools and Colleges, September (2016)**

The full guidance can be found at:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/550511/Keeping_children_safe_in_education.pdf Annex C: Online safety

- Safeguarding & Child Protection Policy
- Countering Bullying Policy
- ICT Policy

All of these policies can be found on the College website www.marlboroughcollege.org

Introduction

The internet provides a range of social media tools that allow users to interact with one another; e.g. via social networking sites such as *Facebook* or *Instagram*, or to share news and views e.g. via *Twitter* and user-generated content (UGC) sites such as blogs, wikis, discussion forums and podcasts.

While recognising the benefits of this medium for new opportunities for communication this policy sets out the principles that pupils and staff are expected to follow when using social media.

It is crucial that all stakeholders in Marlborough College, including pupils, parents, staff and the public at large have confidence in the school. The principles set out in this policy are designed to ensure that the use of social media is responsibly undertaken and that the confidentiality of pupils and staff and the reputation of the school are safeguarded.

All members of the College community must be conscious at all times of the need to keep their personal and professional lives separate.

Scope

This policy applies to Marlborough College pupils and staff.

Under no circumstances may Marlborough College logos, crests, typefaces or brands be used or published on any personal web space or on any online or offline medium without prior consent. These are registered trademarks, patents and the intellectual property of Marlborough College.

This policy covers personal use of social media as well as the use of social media for official school purposes, including sites hosted and maintained on behalf of the College.

This policy applies to personal web space such as social networking sites (for example *Facebook*, *MySpace*, *Instagram*, *Snapchat*), blogs, microblogs such as *Twitter*, chatrooms, forums, podcasts, open access online encyclopaedias such as *Wikipedia* and content sharing sites such as *flicker* and *YouTube*. The internet is a fast moving technology and it is impossible to cover all circumstances or emerging media – the principles set out in this policy must be followed irrespective of the medium.

Principles – Be Responsible and Respectful

- Users should be conscious at all times of the need to keep their personal and professional/school lives separate. They should not put themselves in a position where there is a conflict between the College and their personal interests;
- Users should not engage in activities involving social media which might bring Marlborough College into disrepute;
- Users should not represent their personal views as those of Marlborough College on any social medium;
- Users should not discuss personal information about other pupils, Marlborough College and the wider community with which they interact on any social media;
- Users should not use social media and the internet in any way to attack, insult, abuse or defame pupils, their family members, colleagues, other professionals, other organisations or Marlborough College.

Personal use of Social Media

Pupils and members of the wider school community should not identify themselves as members of Marlborough College in their personal web-space, unless specifically linked to an approved job role within the College community where it serves a purpose to professionally market the school. This is to prevent information being linked with the school and to safeguard the privacy of staff members, pupils and parents and the wider school community.

Pupils should not have contact through any personal social medium with any member of staff, whether from Marlborough College or any other school, other than those mediums approved by the Senior Management Team or the Website & Social Media Manager, unless the staff concerned are family members.

If pupils and members of the wider school community wish to communicate with staff they should only do so through official College sites created for this purpose, which at present are College email addresses, ISAMS and Firefly.

Information that pupils and members of the wider community have access to as part of their involvement with Marlborough College, including personal information, should not be discussed on their personal web space.

Photographs, videos or any other types of image of pupils and their families or images depicting staff members, clothing with school logos or images identifying school premises should not be published on personal or public web space without prior permission from the school.

We advise that College email addresses should not be used for setting up personal social media accounts or to communicate through such media.

Staff, pupils, parents and the wider school community should not edit open access online encyclopaedias such as *Wikipedia* in a personal capacity. The source of the correction will be recorded and Marlborough College reserves the right to amend these details for their sole purpose.

Marlborough College only permits limited personal use of social media by pupils during the school day and at certain times during the evenings.

All staff, parents, pupils and members of the wider community are strongly advised to ensure that they set the privacy levels of their personal sites as strictly as they can and to opt out of public listings on social networking sites to protect their own privacy. All staff, parents, pupils and members of the wider community should keep their passwords confidential, change them often and be careful about what is posted online.

Pupils and the wider school community should not post images or videos from school events on any public social media site. Images or videos taken at school events, when such permission has been granted by the school, are for the sole and private use of that individual and their use must be in accordance with the General Data Protection Regulations (GDPR), May 2018.

The College accepts that some sites may be used for professional purposes to highlight a personal profile with summarised details, e.g. LinkedIn. The College would advise that care is taken to maintain an up to date profile and a high level of presentation on such sites if Marlborough College is listed.

Staff who run blogging/microblogging sites which have a professional and/or educational status are advised to seek guidance and advice from the Website & Social Media Manager regarding prudence and endorsement of views if there is any link referencing Marlborough College.

Using Social Media - Marlborough College

Pupils should only use official school sites for communicating with staff, or with other pupils to communicate with one another for the purposes of an educational context. College email addresses, ISAMS and Firefly VLE are the current platforms by which staff and pupils should communicate and no other medium should be used without careful consideration.

The Communications team (Communications Manager, Website & Social Media Manager and Information and Communications Officer) have full responsibility for running the school's official website and Twitter sites. No other social media platforms may be set up by any member of the school community which have a direct or indirect connection with Marlborough College.

Whilst pupils and the wider school community are encouraged to interact with these social media sites they should do so with responsibility and respect.

Monitoring of Internet Use

Marlborough College monitors usage of its internet, online content and email services without prior notification or authorisation from users.

Users of Marlborough College email and internet services should have no expectation of privacy in anything they create, store, send or receive using the school's ICT system.

Breaches of this Policy

Any breach of this policy that leads to a breach of confidentiality, defamation or damage to the reputation of Marlborough College or any illegal acts or acts that render Marlborough College liable to third parties, may result in legal action, disciplinary action or sanctions in line with the published school policies for staff and pupils.

Guidelines for safe Social Media usage can be found on the following websites:

<http://www.staysafeonline.org/stay-safe-online/protect-your-personal-information/social-networks>

<http://www.childline.org.uk/explore/onlinesafety/pages/socialnetworking.aspx>

http://www.getsafeonline.org/social-networking/social-networking-sites/#.Uq7_0IPs084

Author: Website & Social Media Manager

Where Found: College Website

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