

## **SOCIAL MEDIA POLICY FOR STAFF AND STUDENTS**

This policy adheres to and should be applied with due consideration to the College's commitment to the Framework for Ethical Leadership in Education.

### **Mission Statement:**

Our mission inspired by the Christian tradition is to be a community based on faith, hope and love; developing each individual intellectually, emotionally and spiritually to achieve their full potential.

To achieve this we will:

- Provide a welcoming, supportive community where everyone is valued.
- Provide a high quality, meaningful education which encourages the development of the whole person, inspired by the Notre Dame tradition.
- Promote a caring environment, rooted in the virtues of service, kindness, gratitude and respect.
- Work together for the benefit of each person as well as the wider community.
- Recognise, celebrate and treasure, without exception, the unique gifts and dignity of each person, ensuring equality and fairness for all, as found in the teaching and example of Our Lord Jesus Christ.

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## 1. INTRODUCTION

This policy provides guidance concerning the use of social media through the College's network, systems or equipment and/or the use of social media to represent or discuss matters related to Notre Dame Catholic Sixth Form College and/or members of the Notre Dame Catholic Sixth Form College community and sets rules for the management of official and non-official Notre Dame social media sites.

This policy applies to all use of social media by Notre Dame Catholic Sixth Form students and staff who discuss matters concerning the College and/or members of the College community, whether or not such use involves the College's network or other computer resources. Social media includes, without limitation, texting, blogs and social media platforms such as Twitter, Facebook, LinkedIn, Instagram, Snapchat, TikTok and YouTube.

Within the last few years, the growing popularity of social media has fundamentally changed the way we communicate as individuals and as a college. Notre Dame recognises and embraces the power of social media, and the opportunity those tools provide to communicate with the community, including students, staff, parents, alumni, and other interested parties.

It is important to recognise, however, that the use of social media at or concerning Notre Dame Catholic Sixth Form College is governed by the same laws, policies, rules of conduct and etiquette that apply to all other activities at or concerning Notre Dame Catholic Sixth Form College.

It remains College policy that students must not enter social media sites from College computers and staff must not access Facebook from College computers. Staff are able to access Twitter for work-related purposes. The College recognises the majority of social media users (staff and students) will access social media sites via their smart phone/ tablet on a data network ungoverned by the College. This policy is directed to all staff and students who use social media regardless of the device or data network they use.

## 2. RULES FOR POSTING TO SOCIAL MEDIA SITES

When posting to any Notre Dame Catholic Sixth Form College social media site, communicating with members of the Notre Dame Catholic Sixth Form community, or discussing the College on any site, even through your own personal account or using your own phone, computer or other device without using the College network or equipment.



- Remember that laws and Notre Dame Catholic Sixth Form policies governing inappropriate conduct such as sexual (or other) harassment, bullying, discrimination, defamation, infringement of copyright and trademark rights, and unauthorised disclosure of student records and other confidential and private information apply to communications by Notre Dame Catholic Sixth Form students and staff through social media.
- Carefully consider the accuracy, clarity, length (brief is better) and tone of your comments/ posts/ tweets/ uploading of pictures before posting them. Posts on social media sites should protect the College's voice by remaining professional in tone and in good taste. Remember, your posts may last forever.

- Sign your post with your real name and indicate your relationship to Notre Dame Catholic Sixth Form. Do not use pseudonyms or post anonymously.
- Respect the views of others, even if you disagree.
- Be factual, accurate and complete in describing Notre Dame Catholic Sixth Form College.
- Strive to be accountable to Notre Dame Catholic Sixth Form College audiences via regular updates and prompt responses when appropriate.
- Obey the Terms of Service of any social media site or platform in which you participate.
- Whenever appropriate, share content directly from Notre Dame Catholic Sixth Form College's social media pages rather than duplicating it. When content is directly shared, it is linked back to Notre Dame Catholic Sixth Form College's social media accounts. This facilitates the Marketing Department's efforts to analyse social media traffic and engagement (e.g. "likes" and comments). In addition, posts originating from Notre Dame Catholic Sixth Form College will have the appropriate links attached to bring the viewer back to the website or coordinating landing page.
- Whenever, as a member of staff, you utilise a social medium as a means of student participation in coursework, be sure to also provide a practical and appropriate alternative for students who may be unable or reluctant to utilise that social medium (for example, some students may not be comfortable with opening a Facebook account).

Please note: If you do not comply with this policy, it may lead to disciplinary action.

## DO NOT

- Use social media to harass, threaten, insult, defame or bully another person or entity; to violate any College policy; or to engage in any unlawful act, including but not limited to gambling, identity theft or other types of fraud.
- Post or store content that is obscene, pornographic, defamatory, racist, excessively violent, harassing, threatening, bullying or otherwise offensive or harmful. Do not attempt to compromise the security of any College social media site or use such site to operate an illegal lottery, gambling operation, or other illegal venture.
- Post copyrighted content (such as text, video, graphics or sound files) without permission from the holder of the copyright. Remember, even information that is widely available to the public (such as text, photographs, or other material posted on the Internet) may be subject to copyright restrictions that prohibit unauthorised duplication or dissemination. For more information, please contact the Data Protection Officer.
- Use the College name or logo or trademarks for commercial use, or to promote a product, cause, or political party or person.
- Disclose confidential College information, non-public strategies, student records, or personal information concerning (past or present) members of the College community without proper authorisation.
- Make false claims or representations about the College, and do not speculate or guess if you do not know the information.

- Spread gossip, rumours, or other unverified information. Furthermore, do not assume that everything posted on a social media site is true.
- Spend unreasonable time using social media for personal purposes during working hours or use any College social media sites, networks, equipment or peripherals for unauthorised commercial purposes.
- Spread chain letters, junk email, or bulk communications.
- Be rude or argumentative, or use inappropriate language. [Correct factual inaccuracies but avoid negative exchanges whenever possible.]
- Be careless with spelling or grammar, or use language that may easily be misunderstood.
- Post a person's photograph or video image without first obtaining signed permission from anyone depicted in the photograph or video and parents if under 18. Photo permission forms can be requested from [marketingteam@ndonline.ac.uk](mailto:marketingteam@ndonline.ac.uk) and should be promptly returned to the Marketing Department after they are signed. Please keep in mind that photographs posted on social media sites can easily be appropriated by visitors.
- Represent your personal opinions as institutionally permitted by the College. If you are not authorised to post specific content on behalf of the College, then the following disclaimer should appear in your post or in the biography section of your profile: "These are my personal opinions and do not reflect the views of Notre Dame Catholic Sixth Form College."
- Expect that your posted content will remain private or that broadcasting will necessarily be limited to your intended audience, even if you are accessing your own private account over the College network or using College equipment.
- Attempt to mask your identity or attribute your comments to another person (real or fictitious).
- Insult, disparage, disrespect or defame the College or members of the Notre Dame community.
- Discuss legal issues or risks, or draw legal conclusions on pending legal or regulatory matters involving the College.

Please note: Notre Dame is not responsible for monitoring or pre-screening content posted on its social media sites. Nevertheless, the College reserves the right to monitor its sites and remove, without notice, any content that the College determines to be harmful, offensive, commercial in nature, or otherwise in violation of the law or this Policy.

If you become aware of offensive content posted on a Notre Dame social media feed - or offensive comments concerning the College that are posted on an unaffiliated site - please notify the Marketing Department promptly. Do not reply on behalf of the College. The Marketing Department and SLT will work with the appropriate department(s) as necessary to address the offensive content.

### **3. ACCOUNT MANAGERS**

Each authorised College/ departmental social media site must have a designated manager. The Marketing Department must be notified who the administrator is and of any changes or additions to designated administrators.

#### **4. AUTHORISATION OF SOCIAL MEDIA ACCOUNTS**

Any person or organisation who seeks authorisation for a new social media account will be expected to notify the Marketing Department of the purpose of the account and a reasonable plan for managing its content e.g. who is the administrator. All new accounts require approval from the Marketing Department. Existing departmental accounts are able to continue if they conform to the following design expectations:

1. A high resolution cover photo relevant to the department (if applicable)
2. A high resolution Notre Dame Catholic Sixth Form College logo
3. A relevant account name e.g. 'English Language at Notre Dame' or 'English Language at ND'
4. A short description of the purpose of the account e.g. 'The Official A Level English Language account for Notre Dame Catholic Sixth Form College students'

Please contact the Marketing Department for access to logo/ high resolution cover photos.

#### **5. POSTING TO SOCIAL MEDIA ACCOUNTS NOT ADMINISTERED BY THE COLLEGE**

The College is aware that members of the Notre Dame community may wish to express their personal ideas and opinions through private social media that are not managed by the College. This includes 'teacher' accounts, for example, Mr Bloggs – English Teacher at Notre Dame Catholic Sixth Form College. It is not an expectation 'teacher' accounts must conform to the design requirements of departmental accounts but it is strongly recommended you include a 'views expressed are my own' line in the bio section of your 'teacher' social media account. Teachers should not view or interact students via their personal Instagram (or similar) accounts as interactions should be done via the department account only e.g. where a comment could be liked for example).

Nevertheless, the College reserves the right, under circumstances it deems appropriate and subject to applicable laws and regulations, to impose disciplinary measures, up to and including dismissal from the College or termination of employment.

#### **6. QUESTIONS**

If you have any questions regarding social media accounts and the policy above, please contact [MarketingTeam@notredamecoll.ac.uk](mailto:MarketingTeam@notredamecoll.ac.uk)