



Homewood School & Sixth Form Centre

LEARNING · RESPECT · BELONGING

# **SOCIAL MEDIA POLICY**

Date approved by Governors  
June 2015

# **HOMEWOOD SCHOOL & SIXTH FORM CENTRE**

## **Social Media Policy**

This policy will be reviewed every 3 years

**DATE OF POLICY: JUNE 2015**

**DATE OF REVIEW: JUNE 2018**

**Member of staff responsible for Policy:**

**Principal & Head of Administration**

**Signed.....Head Teacher**

**Signed.....Chair of Governors**

## **Homewood School & Sixth Form Centre Social Media Policy – June 2015**

The principles set out in this policy are designed to ensure that the use of social media among the Homewood School & Sixth Form Centre community is undertaken responsibly and that the confidentiality of all students, staff and the reputation of the school are safeguarded at all times.

### **Scope**

This policy applies to all staff, students, and parents along with the wider school community. It covers personal use of social media as well as the use of this for official school purposes. The policy applies to all forms of social media from networking sites, blogs, forums, along with content sharing sites such as Flickr and YouTube.

The principles set out in the policy should be followed irrespective of the medium being utilised.

### **Related Policies**

This policy should be read in conjunction with the Home School Agreement as well as the E-Safety Policy, which can be found on the school website.

### **Guidelines for Students**

- Your online behaviour should reflect the same standards that you use face-to-face
- Your use of social media should be age appropriate
- Do not provide too much information about yourself (e.g. date of birth or location) as this could compromise your online safety
- Ensure that your privacy settings are accurate for all of your social media accounts
- Do not engage with strangers who you have not met before
- Do not attempt to “friend” or “follow” any staff member on social media sites
- Do not engage in any activities involving social media which might bring Homewood School & Sixth Form Centre into disrepute
- Do not engage in any abusive, threatening, unkind or bullying behaviour (as per the Anti-Bullying Policy.)
- The use of profanity or threatening language is not acceptable
- Under no circumstances should negative comments be made about staff, parents or other students on social media sites
- Homewood School & Sixth Form Centre reserve the right to monitor social media activity and if students are found contravening the guidelines, then school sanctions will be imposed

### **Guidelines for Staff**

- You should decline “friend” requests and/or block follows from students you receive in your personal social media accounts
- You should not accept any contact from a former student of the school if under the age of 18
- You should not have contact with a student’s family members through personal social media accounts
- Do not tag photographs of staff or students
- When using a hyperlink in social media, check that the content is appropriate, especially if you are sharing it

- Do not discuss personal information about other students, Homewood School & Sixth Form Centre and the wider community you interact with on any social media
- Ensure that your privacy settings are accurate for all of your social media accounts
- Passwords and other login information must be kept safely
- School email addresses should not be used for setting up personal social media accounts or to communicate through social media
- All email communication between staff and members of the community should be made from official school email accounts
- Do not engage in any activities involving social media which might bring Homewood School & Sixth Form Centre into disrepute
- If you are aware of any inappropriate communications involving a student in a social media situation, please report this immediately

### Guidelines for Parents

- The school will monitor and moderate content and activity on Homewood School & Sixth Form Centre's social media platforms
- The school cannot be held responsible for improper use of social media by any student
- It is the responsibility of the parents/guardians to monitor their son/daughter's activity on social media
- If you do not wish your son/daughter's name or photograph to be used in connection with the school's official social media platforms, website or PR, you must advise the school in writing

### Using Social Media for Marketing

Homewood School & Sixth Form Centre run the school's official website, Twitter and LinkedIn sites. If you have any concerns about content you have viewed on school social media sites, please contact the school immediately.

All staff, students, parents and members of the wider community should interact with these social media sites responsibly and with respect.

### Monitoring Internet Use

The school monitors usage of its internet, online services and email services without prior notification or authorisation from users.

Users of Homewood School & Sixth Form Centre's 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 the Policy

Any breach of this policy that leads to a breach of confidentiality, defamation or damage to the reputation of Homewood School & Sixth Form Centre, or any illegal acts that render Homewood School & Sixth Form Centre liable to third parties, may result in legal action, disciplinary action or sanctions in line with the published school policies for staff and students.