

Publicity and Social Media Policy

inlingua Leeds utilises the website and social media platforms to promote its courses.

inlingua Leeds sometimes wishes to use photos or videos of students in promotional materials and it is a condition of enrolment that students agree to their photograph or image in videos being used for marketing purposes as inlingua Leeds requires. Management will oversee each image to ensure that all images are appropriate and will not cause distress to any student, member of staff or associate. Any retouching of images will be purely for clarity of image, colour quality or sizing. No student image will be used outside of the school or used by parties other than inlingua Leeds or its associates.

Any student, staff or associate of inlingua Leeds can opt out of this policy at any time by submitting a request to inlingua Leeds management, who will then add this note to your personal record to avoid further use of any of your images. Any person featured in an image used by inlingua Leeds can ask for individual images to not be used without opting out of the policy.

For more details specifically on our social media usage, please see our Social Media Policy below.

Publicity

inlingua Leeds is committed to publicising itself in a way that is realistic, honest and gives the viewer a positive but open view of the academy. inlingua Leeds respects The Business Protection from Misleading Marketing Regulations 2008.

inlingua Leeds is committed to using authentic photos of real inlingua Leeds students, locations and staff in all its promotional materials. Occasionally, publicly available stock images may be used to supplement genuine inlingua Leeds photos in promotional material. inlingua Leeds commits to only using images that reflect inlingua Leeds as realistically as possible and that do not give a false impression. All quotes or reviews from students, staff or inspectors used are not to be edited except for clarity, and this will be made clear. Any complaints about publicity will be taken seriously.

Prices displayed on all publicity are, unless otherwise stated, the minimum starting price and only available on selected study lengths and courses.

Promotions advertised are subject to terms and conditions and inlingua Leeds reserves the right to withdraw any promotions at any time without reason.

Brochures, flyers and promotional materials

Materials are designed in-house by inlingua Leeds management to ensure a consistent marketing message. Students and associates can request paper or online copies at any time.

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Students who wish for their image not to be used in material, or who have a complaint about existing material, should speak to inlingua Leeds management as soon as possible.

Social Media

inlingua Leeds commits to using social media responsibly and in a way that reflects the goals and mission statement of the College. inlingua Leeds must:

- Protect the College from legal risks online.
- Ensure that the reputation of the College and its staff is protected.
- Safeguard students and staff.
- Ensure that any users are able clearly to distinguish where information provided via social media is legitimately representative of the school.

Social media and networking includes (but is not limited to): blogs, online discussion forums, collaborative online spaces, media sharing services, 'micro blogging' applications, and online gaming environments. Examples include: Twitter, Facebook, Windows Live Messenger, YouTube, Flickr, Xbox Live, Blogger, Tumblr, Last.fm, and comment streams on public websites such as newspaper sites.

Many of the principles of this policy also apply to other types of online presence such as virtual worlds. All members of staff should bear in mind that information they share through social networking applications, even if they are in private spaces, are still subject to copyright, data protection and Freedom of Information legislation, the Safeguarding Vulnerable Groups Act 2006 and other legislation. They must also operate in line with the school's policies.

Staff requirements:

- Staff members must be conscious at all times of the need to keep their personal and professional lives separate. Staff should not put themselves in a position where there is a conflict between work for the school and their personal interests.
- Staff must not engage in activities involving social media which might bring inlingua Leeds into disrepute.
- Staff must not represent their personal views as those of inlingua Leeds on any social medium.
- Staff must not discuss personal information about students, staff and other professionals they interact with as part of their job on social media.
- Any breach of this policy may lead to disciplinary action being taken against the staff member/s involved in line with inlingua Leeds.
- Staff must not give out their personal phone numbers to students.

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Student requirements:

- inlingua Leeds sometimes wishes to use photos or videos of students on its social media websites such as Facebook, Twitter and Instagram. All students must understand that inlingua Leeds has public online profiles so their image will be public. However, if a student does not wish their photo or video to be used they can opt out at any time.
- No name tagging or personal identifying features should be written when making a post.

inlingua Leeds has a presence on:

Facebook

Purpose: For families/friends of inlingua Leeds

- Promote certain events such as trips, social events & visitors.
- Update students on staff training & development.
- To give news and key Leeds travel information.
- To show photos of activities, trips or special events that have taken place.

Twitter



Purpose: For families/friends of inlingua Leeds and to network with local and national businesses and initiatives

- Promote certain events such as trips, social events & visitors.
- Update students on staff training & development.
- To give news and key Leeds travel information.
- To show photos of activities, trips or special events.
- To keep abreast of local and nation events, competitions, and legislation changes.
- To work with local businesses in the area, awards or grant schemes.

Instagram



Purpose: For families/friends of inlingua Leeds, to network and build/share good practices locally and nationally

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- To share ideas and good practice.
- Give hints and tips on our current planning and topics.

LinkedIn

Purpose: For families/friends of inlingua Leeds, to network and build/share good practices locally and nationally

- To share ideas and good practice.
- Give hints and tips on our current planning and topics.

Social Media Requirements

On entry to the premises, students give consent for the use of work and photographs to be used online. Any student decision against this is respected, and the name is disclosed to the Operations Manager. The administrator has sole responsibility for Social Media posts on Facebook and has access via the main office computer. This is updated on a regular basis. We encourage students to use this as a two-way communication and use comments and feedback to build on our practices.

All photos are taken on inlingua Leeds's devices which do not leave the premises and are available in the office each morning. Students can request a photograph, note, event or display to be posted and the administrator will ensure the post is made and includes the student's requests. Staff may also submit photos and information to be submitted but are asked to ensure student's give permission first if they are in the image.

The page administrator reserves the right to remove any comments at any time. The intent of the policy is to protect the privacy and rights of the school, staff and associates.

We will remove any postings that:

- Name specific individuals in a negative way.
- Are abusive or contain inappropriate language or statements.
- Use defamatory, abusive or generally negative terms about any individual.
- Do not show proper consideration for others' privacy.
- Breach copyright or fair use laws.
- Contain any photos of children.

If you would like to report an inappropriate comment then please send an email to us

It is important when using social networking sites such as Facebook or Twitter that staff maintain confidentiality and ensure proper practice at all times. This is to protect the families of the school

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along with the staff. It is also to guard the College's reputation and the staff's own personal reputation.

Staff guidelines when using social media sites include but are not limited to:

- Staff must not mention any of the students from the College on their online profiles.
- Staff must not write direct or indirect suggestive comments about work on their online profiles.
- Staff must not publish photos of the students on their online profiles.
- Staff must not publish photos of other staff while in the College on their online profiles.
- Staff must not write anything about other staff members on their online profiles.
- Staff must not use mobile phones to take photos in the College or to access social networking sites during their working hours/operational hours whilst students attend.
- Staff must not mention any of the companies that inlingua Leeds works with on their online profile.
- In order to maintain professional boundaries staff should not accept personal invitations to be friends from students.
- Staff members are advised to set their online profiles to private so that only friends are able to see their information.
- Staff are responsible for adhering to the terms of service of each site they use.
- Personal profiles should not contain any images or videos which may be perceived as inappropriate behaviour for a professional.
- Staff will not have the College's name anywhere in their personal profile.
- Any breaches of the Facebook & social networking policy could result in disciplinary action.

Student guidelines when using social media sites include but are not limited to:

- Students must not mention any of the students from the College on their online profiles.
- Students must not write direct or indirect suggestive comments about work on their online profiles.
- Students must not publish photos of the staff and students on their online profiles without permission.
- Students must not publish photos of other students while in the College on their online profiles.

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- Students must not write anything about other students on their online profiles.
- Students must not use mobile phones to take photos in the College or to access social networking sites during class.
- Students must not mention any of the companies that inlingua Leeds works with on their online profile.
- Student members are advised to set their online profiles to private so that only friends are able to see their information.
- Students are responsible for adhering to the terms of service of each site they use.
- Personal profiles should not contain any images or videos which may be perceived as inappropriate behaviour.
- Any breaches of the Facebook & social networking policy could result in dismissal.

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