

Social Media Policy

The widespread availability and use of social media applications bring opportunities to understand, engage, and communicate in new and exciting ways. It is important that we are able to use these technologies and services effectively and flexibly. However, it is also important to ensure that we balance this with our duties to our school, the community, our legal responsibilities and our reputation.

For example, our use of social networking applications has implications for our duty to safeguard.

The policy requirements in this document aim to provide this balance to support innovation whilst providing a framework of good practice. They apply to all members of staff at the school. The purpose of the policy is to:

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

Definitions and Scope Social networking applications include, but are not limited to: Blogs, Online discussion forums, Collaborative 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 site. 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 on 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:

Created: 22/02/2019

Last Reviewed: 21/12/2023

To be reviewed: 21/12/2024

Management

- 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 pupils, inlingua Leeds 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.

Student requirements:

- inlingua Leeds sometimes wishes to use photos or videos of students on its social media websites such as Facebook, Twitter and LinkedIn. Agreeing with the terms and conditions students should be aware that it is open to the 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 full names should be written when making a post.

Within this policy there is a distinction between use of school-sanctioned social media for professional educational purposes, and personal use of social media.

Social Media Policy

Social media is becoming one of the fastest growing communication methods appealing to people of all ages. At inlingua Leeds we understand

Created: 22/02/2019

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that social media holds a vast wealth of information and is a fantastic tool for interacting with, and providing support for, our students.

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

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

inlingua Leeds's Social Media Requirements

Created: 22/02/2019

Last Reviewed: 21/12/2023

To be reviewed: 21/12/2024

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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 Director of Studies. 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 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.

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 & families.

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 without necessary parental consent.

If you would like to report an inappropriate comment then please send an email to [info@inlingua Leedscollege.com](mailto:info@inlingua.Leedscollege.com)

Practitioner requirements

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 along with the staff. It is

Created: 22/02/2019

Last Reviewed: 21/12/2023

To be reviewed: 21/12/2024

Management

also to guard the academy'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 unless they know them in a personal capacity.
- 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 academy's name anywhere in their personal profile.

- Any breaches of the Facebook & social networking policy could result in disciplinary action.

Students 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 academy on their online profiles.
- Students must not write anything about other students members on their online profiles.
- Students must not use mobile phones to take photos in the academy 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.