



Social Media Policy

Aims

As is made clear in our Ethos statement, Behaviour Policy and Countering-Bullying Policy, Haileybury is committed to being a welcoming and friendly community where unkindness and bullying have no place. It is also clearly stated in our ICT Acceptable Use Policy that any device used for storing data and online sites where messages or files can be posted, including but not limited to USB memory sticks, memory cards, CD/DVD/Blu-Ray discs, external hard drives, Facebook, WhatsApp, SnapChat MySpace, Flickr, Twitter, Bebo, RateMyTeacher etc. are included within such a policy.

Haileybury is keen to keep abreast of change within the world of electronic and real-time media communication and is aware of and appreciates the power of social media sites and applications, when used appropriately for educational purposes. As a school we are committed to ensuring the safety of our pupils and staff at all times as well as the preservation of our reputation locally, nationally and internationally. Through ICT classes, PSHE and tutorial sessions on Prevent, presentations on online safety, internet filtering, firewalls and automatic internet alerts, Haileybury ensures that pupils are as safe as possible from terrorist and extremist material and the dangers of radicalisation, when accessing the internet through the School network.

High standards and expectations for appropriate online communication are therefore set within which Haileybury acknowledges the rights of pupils, employees, parents, alumni and the wider school community to access and maximise the potential use of social media (sites).

It is essential for the smooth running of the school that pupils, staff, parents, alumni and the public at large have confidence in the school's decisions and services. To safeguard all of our pupils, employees and the reputation of the school, the Social Media Policy sets out the principles that Haileybury pupils and staff are expected to follow when using social media.

The Social Media Policy should be read in conjunction with Haileybury's ICT Acceptable Use Policy, and Haileybury's Pupil and Staff Handbook (as appropriate) which provides information on the expectations of school pupils and staff on using Social Media, and to which all pupils and staff must abide.

Haileybury Social Media Acceptable Use Policy

Haileybury encourages the use of social media sites by pupils and alumni and acknowledges their place in increasing opportunities to learn and in promoting positive, respectful and thought-provoking discussions. It is a recognised forum through which ideas can be shared in an open, supportive and collaborative environment allowing pupils, staff, alumni, parents and the wider community to keep abreast of events using real-time communication. Narratives and images posted onto social-media sites have the potential for considerable breadth of dissemination and individuals choosing to post onto such sites should be mindful of this. As stated on Twitter's own policy/guidelines "What you say on Twitter may be viewed all around the world instantly. You are what you Tweet!". Haileybury therefore expects that discussions pupils and staff participate in are polite and non-offensive. Anything failing to meet this expectation will be investigated and followed-up in line with Haileybury's Countering-Bullying Policy.

In keeping with Haileybury's Countering-Bullying Policy, nothing should be posted onto a social media site that could be considered as victimising and or humiliating someone on account of their gender, race, religion, nationality, culture, disability or sexual orientation. In addition users must refrain from posting any comments that are disrespectful to individuals, or are obscene, sexually explicit, inappropriate, inflammatory or defamatory towards the school or any part of it.

Training Staff on Online-safety and the appropriate use of Social Media

Any member of staff (including temporary staff and voluntary staff) who joins Haileybury is given appropriate Safeguarding and Child Protection training by a member of the Safeguarding Team (DSL and three Deputy DSLs) each of whom has up-to-date inter-agency training or by a member of the Hertfordshire Safeguarding Children Board (HSCB). All staff undertake Prevent Training and provide the DSL / HR with a certificate showing that this training has been completed: http://course.ncalt.com/Channel_General_Awareness/01/index.html The Safeguarding Team consult with the HSCB to decide the most appropriate schedule, level and focus for training (e.g. online bullying, mental health, female genital mutilation, radicalisation etc.). Refresher training is provided for all staff at least every three years or at any point when significant changes to the Safeguarding Policy have occurred. Part of this training focuses on the role that Social Media plays in relation to Safeguarding Children and Child Protection issues and how staff need to use and promote the use of social media in an appropriate and educationally beneficial way.

The School's Continued Professional Development (CPD) programme and INSET days also ensure that all staff are provided with up-to-date training on the appropriate and safe use of social media within an educational setting.

Online-safety training is provided by both in-house staff and external experts who focus on developing safer online behaviours and promoting digital literacy. Staff are made aware of their role in raising awareness amongst pupils about the issues such as online-bullying and the harm it causes, how safe internet use can be promoted, and how Peer Education and sharing best practice is preferable to continually banning websites. The DSL is responsible for online safety.

Training provided to staff is to ensure that best practice is always followed so that all pupils are safeguarded and all pupils and staff protected from Social Media violations.

As previously mentioned, The Social Media Policy should be read in conjunction with Haileybury's ICT Acceptable Use Policy, and Haileybury's Staff Handbook, (including a code of conduct for interaction with pupils) and which provides the expectations of the School staff on using Social Media and by which staff must abide.

Raising awareness on Social Media and Online safety for parents

Parents are encouraged to attend presentations provided by the School on Social Media and Internet Safety. Haileybury also keeps parents informed of social media and internet related concerns via email. In January 2017 staff and parents were provided with Safer Internet Use training delivered by Teresa Hughes, a specialist in online safety and child protection.

Haileybury Social Media Acceptable Use Policy Regulations

Haileybury reserves the right to amend this Policy as and when it sees fit to do so.

When posting material onto social-media sites pupils and staff should be conscious at all times of the need to keep their school/professional life and personal life separate. There is a catch-all offence under Section 127 of the Communications Act 2003. This makes it illegal to send "by means of a public electronic communications network a message that is grossly offensive or of an indecent, obscene or menacing character".

As such, pupils and staff must not:

- Put themselves into a position where anything posted might bring Haileybury into disrepute.
- Represent their own personal views as those of Haileybury on any social media sites.
- Post any narrative that could be considered either implicitly or explicitly as insulting, threatening, harassing, illegal, abusive, obscene, defamatory, slanderous, or hostile towards any individual or Haileybury College.
- Discuss or post personal information about other pupils or members of staff at Haileybury, including phone numbers, email addresses or any confidential information.
- Post any material that compromises the rights of any Haileybury pupil, or member of staff of Haileybury entity, including privacy, intellectual property, or publication rights.
- Allow any other individual or entity to use their identification for posting or viewing comments.
- Post comments under multiple names or using another person's name.

Staff must not have current pupils as 'friends' on any personal social media account and are discouraged from having former pupils as friends.

Facebook should not be used by any person under the age of 13. All Lower School pupils are therefore unable to access Facebook on the school network; and they are also discouraged from doing so through private networks before they turn 13.

In cases where clarification may be required regarding the contravention of the above regulations, the Master has ultimate say.

All information posted onto a Haileybury-sponsored social media site¹ or any 'open' social-media site will be publicly available and therefore publicly accessible on the Internet. This information will not be subject to any additional privacy or protection. All members of the school community using any social-media site should be aware that their name may appear next to any information posted and could be linked and traced accordingly.

¹ Haileybury-sponsored social media sites are those which are overseen by the Marketing department.

Comments posted which are considered to contravene the school's Social Media Acceptable Use Policy Regulations and which can be traced to a pupil or member of staff may be subject to disciplinary action.

All material posted onto a Haileybury-sponsored social media site becomes the property of Haileybury. Individuals posting comments or materials onto Haileybury-sponsored media sites lose all subsequent rights to this material which may be disseminated by the school in whatever way it decides. Haileybury reserves the right to delete comments from Haileybury-sponsored social media sites and will take all reasonable steps to have offensive material removed from websites on behalf of their pupils, staff or in order to preserve the reputation of the school.

Sanctions for use in the case of violation of the Social Media Policy Regulations

Any breach of this policy may lead to disciplinary action being taken against the pupil or member/s of staff involved.

The full range of sanctions that are available to the school may be used in dealing with pupils who have breached the Social Media Policy Regulations as stated above. Sanctions applied will be in keeping with Haileybury's other policies on Countering-Bullying, ICT Acceptable Use and Behaviour. The specific disciplinary sanction imposed will depend on the seriousness of the incident and will be more severe for repeated offences.

A breach of the Social Media Policy regulations may be considered as Online-bullying for which the following school sanctions exist:

- admonishment and counselling - for instance for those who might have been involved naively, unwittingly or at a low level.
- prohibition from using the Internet or other ICT for a period of time, where this might be an appropriate sanction for the offence committed.
- confiscation of mobile devices - contrary to what many pupils believe, it is not a "human right" to have a mobile phone / tablet and schools have the power to confiscate mobile devices.
- periods of detention, either during the school week or at the weekend.
- suspension/expulsion from school.

Parents of pupils concerned will be kept informed at all times.

Given that any breach of the Social Media Policy regulations can have a seriously detrimental effect on the individual/s involved, extending to their professional reputation and that of the school, it should be recognised that a pupil may face expulsion² and that this serious punishment can be applied even for a first occurrence and irrespective of the pupil's school record. Sometimes, in less serious cases, those involved in the misuse of social-media may be able to recover their position within the school community.

The school reserves the right to report, where appropriate, infringements of the Social Media Policy regulations to the Police, as a variety of criminal offences (such as harassment, abuse, racism, slander, character defamation) may fall within the definitions of the legal offences.

Complaints Procedure for Current Pupils, Parents of Current Pupils or Current Staff

Many concerns are addressed informally and they are dealt with entirely satisfactorily on that basis. Further details on Haileybury's complaints procedures can be found within the Staff and Pupil Handbooks or on the school website at <http://www.haileybury.com/about-the-school/policies>.

For Staff

Haileybury is committed to ensuring that all staff members provide confidential services that meet the highest standards.

Staff should not have current pupils as 'friends' on their personal social media accounts. Staff should only engage in appropriate professional relationships with pupils at all times, both on and offline. Staff must also be mindful of information posted on school social media sites (e.g. the History Blog or Twitter accounts). If an incident were reported that required investigation and it was discovered that a member of staff had engaged in a social media 'relationship' or inappropriate social media exchanges with a pupil, disciplinary sanctions would be pursued. Further advice and information related to this can be found in the Teaching Standards and the code of conduct contained within the Staff Handbook.

² Cases where a member of staff has been found to have breached the Social Media Policy regulations may result in disciplinary action or dismissal.

All individuals working on behalf of the school are bound by a legal duty of confidence and other laws to protect the confidential information they have access to during the course of their work. Staff Disclosure of confidential information on social media is likely to constitute a breach of a number of laws and professional codes of conduct, including:

- The Human Rights Act 1998.
- The Common Law Duty of Confidentiality.
- The Data Protection Act 2018

Confidential information includes, but is not limited to:

- Person-identifiable information, e.g. pupil and employee records protected by the Data Protection Act 2018
- Information divulged in the expectation of confidentiality

Staff members should also be aware that other laws relating to libel, defamation, harassment and copyright may apply to information posted on social media, including:

- Libel Act 1843
- Defamation Acts 1952 and 1996
- Protection from Harassment Act 1997
- Criminal Justice and Public Order Act 1994
- Malicious Communications Act 1998
- Communications Act 2003, and
- Copyright, Designs and Patents Act 1988.

Haileybury could be held vicariously responsible for acts of their employees in the course of their employment. For example, staff members who harass co-workers online or who engage in online-bullying or discrimination on the grounds of race, sex, disability, etc. or who defame a third party while at work may render Haileybury liable to the injured party. Cases where a member of staff has been found to have breached the Social Media Policy regulations may result in disciplinary action or dismissal.

Useful websites

The following websites provide information, guidance and practical advice on issues related to social media and online safety

- <http://www.saferinternet.org.uk/>
- <https://www.internetmatters.org/>
- <http://www.childnet.com/>
- <https://www.gov.uk/government/publications/preventing-and-tackling-bullying>
- <https://www.disrespectnobody.co.uk/sexting/what-is-sexting/>
- <https://www.gov.uk/government/publications/the-use-of-social-media-for-online-radicalisation>

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