



# Le Cateau

## Community Primary School

### **Le Cateau School Social Media Policy for Staff**

Le Cateau School recognises the importance of the Internet and mobile communications technology in shaping public and internal thinking about the school. The school also recognises the value to our staff in joining in and helping shape educational direction through blogging and interaction in social media. We are committed to supporting rights to interact knowledgeably and socially on the Internet through email, blogging and communication in social media. We are also committed to ensuring that all staff employed by the school are aware of their vulnerability to identity theft and the potential threat to their profile and professional standing by posting inappropriate personal information on the internet via social networking sites thus leaving an “electronic footprint”, compromising themselves and / or Le Cateau School.

It's not just a matter of personal safety. What seems frivolous or even trivial to you in a friendship group could damage your reputation when seen by others. For example, pictures taken at parties and posted on a profile can cause embarrassment, or worse, when seen by parents, colleagues and employers. Before you post something, ask yourself what impression someone would get from seeing your web presence? Can this be linked back to my place of work and cause embarrassment or damage my professional role and my school?

This policy makes clear to all staff the steps necessary to protect themselves and the school in making appropriate decisions about what content is suitable in blogs, personal & public websites, postings on wikis, video or picture sharing sites and when responding to comments from posts either publically or via email. The schools Acceptable Use Policy and e-safety Policy remains in effect.

Please note that this policy applies only to online content that has a direct or indirect connection or link to Le Cateau School or that may be inferred as being the opinion of Le Cateau School. The policy does not infringe upon your personal interaction or commentary online unless the contents of such interaction or commentary are seen as a breach of professional trust between you and Le Cateau School.

Interaction on the Internet and via mobile communication technology

- The Professional expectations of confidentiality regarding the day to day functions, practices and events that happen within Le Cateau School do not change when using the internet or mobile communication technology. Staff are expected to speak respectfully about the school and our current and potential employees, students, and partners and avoid behaviour that will reflect negatively on the school's reputation. Note that the use of unfounded or derogatory statements or misrepresentation is not viewed favourably and may result in formal disciplinary action. Unless given permission by your manager, you are not authorised to speak on behalf of the School, nor to represent that you do so.

- Any online presence should not make reference to Le Cateau School e.g. you are not authorised to utilise your school email address when joining social networking sites or making the school supplied email address your primary method of contact.
- The school logo and name may not be used without explicit permission from the Headteacher. This is to prevent the appearance that you speak for or represent the school officially.
- Recognise that staff are legally liable for anything they write or present online. Staff may be formally disciplined by the school for commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment. You may also become the subject of litigation by colleagues, and any individual or company that views your commentary, content, or images as defamatory, pornographic, proprietary, harassing, libelous or creating a hostile work environment.
- Honour the privacy rights of your colleagues by seeking their permission before writing about or displaying internal school events that might be considered to be a breach of their privacy and confidentiality and ensure that the school policy on displaying pupil images and information is adhered to.
- Recognise that as a member of staff of Le Cateau School your online opinions, interactions and internet presence are influential to the young people that we support and as such should always be balanced and appropriate so that no inference of political, sexual or racist bias can be construed.

If you have any questions about the appropriateness of online information released publicly or doubts of any kind, please speak to your line manager or a member of the senior leadership team before releasing information that could potentially harm our school, or our staff, students, and school community.

Policy adopted by Governing Body and implemented: December 2015

Review: Annually

Last Review January 2018

Next Review: January 2019

Lead member: Joy Baggaley