ACET SOCIAL MEDIA POLICY			
A policy for the Staff use of Social Media & Guidance			
DOCUMENT CONTROL			
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Business Lead	Network Manager	**Author**	Matthew Sutton
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V1	17/05/23	New policy extracted from the previous E-Safety Policy	

Contents

1. Social Media

Social Media is a common term given to Internet based services that can be used to share items such as documents, photos and video, items of news or personal information with others that are part of a 'social network' or community. This media outlet includes the building of online communities and encourages information sharing, participation and engagement. The platforms offer up exciting opportunities. However, as the practical application of such technologies by the Trust and its member academies is continually developing, there are many potential issues that should be considered and we should be mindful of the impact the use of such technology may have particularly with reputation, legal and ethical issues.

1.1 Definition of Social Media

For the purpose of this document, social media is categorised as interactive, online system designed and used for storing, retrieving and sharing information either at a given time or instantly with an online community (either private or public). Current, popular systems include:

- Facebook
- Twitter
- Instagram
- Tumblr
- Flickr
- MySpace
- Pintrest
- TikTok

It should be noted that there are other forms of social media and networking that are not listed here and this is not meant to be an exhaustive list. The development of social media websites, microblogging and other information sharing websites is a constantly changing environment and you should apply the ethos of this policy to any site or community that is generally termed 'Social Media'

1.2 General guidance

This policy should be read in conjunction with the Teachers Standards (parts 1 and 2) – 2011 (updated 2013). Up to date information can be found on the Government website by using the following links:

https://www.gov.uk/government/publications/teachers-standards
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/665522/Teachers_standard_information.pdf

The ACET Staff Code of Conduct also offers guidance for the use of social media and how staff should conduct themselves when using social media platforms.

1.3 Use of social media by the Trust or academies

Any use or contribution to any public facing website or social media outlet used by the Trust or any of the trust academies should be in accordance with the standards detailed elsewhere in this policy and should use the same safeguards as any other post, email message, blog or comment posted on chat sessions or forums. In addition, and in all instances, you should:

Remember that any public post will represent the Trust and its academies and posts should be made with the integrity and reputation of the Trust and academies in mind.

1. Not post information or any image that is a breach of confidentiality either related to Trust or academy business or any confidential information about employees, pupils / students or agents.
2. Bring the Trust or any academy into disrepute by either making defamatory remarks about individuals or other organisations or criticising the Trust, any employee, group or other

individual associated with the Trust or any Trust academy.

3. Breach copyright by reproducing or posting images (without consent of the owner), failing to acknowledge the work of others, posting in whole or in part any copyrighted information, or information subject to any intellectual property rights without express written permission from the owner of that information.

4. Not transmit, post, or permit to be posted any information that is unlawful, indecent, defamatory, obscene, offensive and abusive, threatening or racially motivated.

5. Masquerade as another user or entity when posting messages or other items.

6. Not post, allow to be posted or transmit any content, information or image that could be construed as bullying, or contains material that is in breach of the Obscene Publications Act, the Children's Act, the General Data Protection Regulation (UK GDPR), The Computer Misuse Act or the Copyright, Designs and Patents Act.

This is not an exhaustive list and a common sense approach should always be made when posting or contributing to social media sites on behalf of the Trust or academy.

Ensure any post that list facts, figures or other information for public consumption is checked by another person to verify the validity of that information before it is posted. You must also check (with the DPO if necessary) that the data you intend to post is authorised for publication into a public forum.

1.4 Using social media in your personal life

The Trust recognises that many employees make use of social media sites in a personal capacity. The Trust acknowledges that employees have the ability to state that they work for the Trust or at one of the Trust academies and also recognises that it is natural for people to discuss their work on social media sites. It is important however, that any discussion with third parties regarding the activities of the Trust or Trust academies be conducted with an official account or authorised person rather than with any personal account.

Whilst personal comments, posts or shared information may not directly be acting on behalf of the Trust or a Trust academy, if they are recognised as being made by a member of staff, any comments or information they post may be misconstrued as coming from the Trust or Trust academies. It is with this view that any opinions offered by individuals where a discussion of work is concerned, should include the line: 'The views I express are entirely my own and do not necessarily represent the views of Aston Community Education Trust, its member academies, agencies or other employees'.

Any content uploaded, posted or transmitted to any social networking or media site should follow the same standards as laid out in this policy for other posts of this kind. You should always use a common sense approach when posting or contributing to social media sites.

The ability for social media websites and services to allow the users to create and develop social communities or 'networks' can be a real benefit when working or socialising in groups. However, it is the advice of the Trust that no member of staff should accept an invitation, nor solicit invitations to join, or be included in the social network or community of any student at any academy governed by the Trust, unless it is on official Trust business, and by using accounts accessible or used by more than one member of staff. You should also not seek to invite to any personal profile, or include in any personal group you are currently an active member of, any account of any student currently attending a Trust academy. This practice should apply to any mechanism, system or service that carries the general term of 'Social Network'.

Further information on the use of privacy settings can be found in the relevant section of the social media website. Some of the more popular sites are listed below:

https://www.facebook.com/help/325807937506242/
https://help.instagram.com/519522125107875
https://twitter.com/en/privacy
https://www.tiktok.com/legal/privacy-policy?lang=en
https://www.messenger.com/privacy
https://www.whatsapp.com/legal/updates/privacy-policy/?lang=en

1.5 Recommended Privacy Settings

To safeguard your own information, and to ensure any information that relates to your privacy remains intact, you should consider enabling security features on any account you create. As a minimum, the following are recommended security level for each potential privacy setting (*note that some or all of these settings may not be available, depending on the service you use*).

Privacy Setting	Recommended Security Level
Send you messages	Friends Only
See your friend list	Friends Only
See your education and work	Friends Only
See your likes, activities and other connections	Friends Only
Your status, photos, and posts	Friends Only
Bio and favourite quotations	Friends Only
Family and relationships	Friends Only
Photos and videos you're tagged in	Friends Only
Religious and political views	Friends Only
Birthday	Friends Only
Permission to comment on your posts	Friends Only
Places you check in to	Friends Only
Contact information	Friends Only
See your current city and hometown	Friends Only

Please be reminded that this policy should be read in conjunction with the Teachers Standards (parts 1 and 2) – 2011 (updated 2013). Up to date information can be found on the Government website by using the following link:

https://www.gov.uk/government/publications/teachers-standards

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2. Legal Issues and Further Guidance

There is a large range of legislation that covers the use of information, ICT equipment, software and the storage and processing of data. Listed below are some of the relevant documents and acts that contain references to the use of ICT:

- The UK General Data Protection Regulation (UK GDPR)
- The Human Rights Act 1998
- The Computer Misuse Act 1990
- Copyright Designs and Patents Act 1988
- Privacy and Electronic Communications Regulations UK
- Freedom of Information Act 2000 (there are UK outstanding changes to this legislation)
- ICO Employment Practices Code (not updated for UK GDPR)
- The Copyright and Related Rights Regulations 2003
- Libel Act 1843 (Defamation act 2013)
- Protection from Harassment Act 1997
- Criminal Justice and Public Order Act 1994 (there are outstanding changes to this legislation)
- Malicious Communications Act 1998
- Communications Act 2003(there are outstanding changes to this legislation)
- Teachers Standards (parts 1 and 2) – 2011 (updated 2013)

All of these documents are relevant to this policy (in whole or in part) and where possible the document states which legislation is relevant to a particular section. Where a policy is awaiting changes, any up to date information can be obtained by searching for the relevant legislation on the Government website:

https://www.legislation.gov.uk