



St Ambrose Catholic Primary School
SOCIAL MEDIA GUIDELINES

Date of Ratification:	February 2019	Signed:  Mrs H Stewart (Acting Principal) Ms J Rowe (Acting Chair Of Academy Committee)
Review date:	February 2020	Signed: Mrs E Brocklesby (Principal) Ms J Rowe (Acting Chair Of Academy Committee)

St Ambrose Catholic Primary School
'We do our best by following Jesus'

This guidance should be used in conjunction with the following school policies:

- E Safety Policy including the acceptable use agreement (AUP)
- Child Protection and Safeguarding Policy
- Confidentiality Policy

In today's modern world of social media, it is important that we understand and comply with the guidelines and rules surrounding our position of responsibility at the school when participating in social media interaction. There is a vast array of social media currently including: Facebook, Twitter, Snapchat, Instagram, LinkedIn, Google, as well as general email usage.

At Saint Ambrose School we are aware of how online social computing platforms—such as blogs, wikis, social networks, and all sorts of social media both inside and outside the school—are transforming the way people interact. Online collaboration can enable people to share knowledge and ideas.

These guidelines have been developed for all members of the school to follow whenever contributing to online social computing platforms.

Think before you post

Keep in mind that most online social computing platforms are like public marketplaces—what's out there is available for all to see. On social platforms, the boundaries of professional and personal information are not always very clear. In these days of shifting privacy policies and powerful search engine indexing, you can't always be sure what is being shared, viewed or archived. Note that what you publish online will be public for a very long time. What you post will reflect on you, so be consistent with the way you would wish to portray yourself to friends, family, colleagues and the children of the school.

If you are unsure whether certain content is appropriate to share online, then don't post it. It's better to be safe than sorry.

Responsibility

You are personally responsible for your words and actions, even in the online world. Please remember that when you participate in social media, you are speaking as an individual and not on behalf of the school. Identify yourself using the first person singular.

Do not discuss school-related information online. Where applicable law permits, know that the school reserves the right to monitor use of social platforms and take appropriate action to protect against misuse that may be harmful to the school's reputation.

Conduct

Your behaviour online should be consistent with the School's Acceptable Use Policy.

Do not engage in any conduct online that is not acceptable in the school workplace or that is unlawful.

Confidentiality

Always protect the schools confidential and other proprietary information. Don't put anything online you wouldn't share with a fellow teacher, colleague or member of the Academy Committee.

Make sure any reference to the school does not violate any non-disclosure obligations. Please also remember your confidentiality obligations under your employment agreement.

Don't disclose information about colleagues or other persons, misuse their personal data, or publish their photos without their permission.

Even when the application is perceived as a 'friendly' application, users should still use good judgment regarding information that could be of a sensitive nature. Don't use social computing platforms to exchange information that is confidential to the school. Public sites are not appropriate sites for internal communication with other school employees, colleagues or children of the school.

Copyrights

Comply with laws and regulations and more particularly with laws governing intellectual property rights, including copyrights and trademarks. You must not post content or take any action that violates the law or infringes the school or any third party's intellectual property rights.