

Social Media Policy

‘Never do anything online which would be unacceptable in our workplace’

This policy applies to all staff working on holiday courses and events run by Millfield Enterprises which is referred to in this policy as “Millfield” or “school” or “Millfield School”.

Pupils and holiday course participants and students are together referred to in this policy as “pupils”.

All levels of society are now using social media as a matter of course. Pupils, staff and parents are engaged in the use of sites such as Facebook, Twitter and other social media. Increasingly Millfield and employees of Millfield are engaging in the use of this medium, not least due to the introduction of iPads as a learning resource. This policy is therefore in response to that and also to act as a guide to the usage for all employees.

It should be remembered that both in professional and institutional roles, employees need to follow the same behavioural standards online as they would in real life. The same laws, professional expectations and guidelines for interacting with pupils, parents, alumni, media and other stakeholders apply online as in the real world. All users are liable for anything they post to social media sites and must recognise that media outlets will refer to these sites for information and to validate rumours, where they exist.

Within this policy the School and Millfield are used to refer to the Senior School and Prep School sites including EYFS provision, Enterprises, OM Society and Development Departments.

It is essential that all employees at Millfield are aware of their responsibilities around Safeguarding and that their use of social media never compromises this. The Safeguarding and Child Protection Policy and the Child Protection Code of Conduct for Staff, which this policy complements, give details of these responsibilities.

Failure to use social media within the guidelines of this policy may result in an employee becoming subject to disciplinary procedures, or could result in a grievance procedure between staff.

Specific Points – Confidential Information

- Employees must protect confidential and proprietary information about Millfield. Employees are not to post confidential or proprietary information about the organisations, students, parents, employees, or alumni. Employees who share personal data do so at the risk of disciplinary action, and they may breach the Data Protection Act 1998. This is covered in the Millfield Data Protection Policy.
- Employees must respect copyright and fair use: When posting, be mindful of the copyright and intellectual property rights of others and of the organisation.

The Use of Social Media with reference to the safeguarding of current pupils at Millfield School

The guidance on the use of social media (and digital communication) with regard to the pupils is clear:

- Never have pupils as ‘friends’ on Facebook or other social websites or collaborative spaces even if they are related to you.
- Never ‘direct message’ any pupil on Twitter or other online social networking service or microblogging service (in line with national guidance on the matter of SMS text messaging)
- Never link with any pupil on LinkedIn
- Never use messaging services (WhatsApp, Blackberry messenger, etc.) to communicate with pupils
- Do not accept video service (Skype, Facetime, etc.) invitations from pupils. When using video services avoid communicating with pupils without another member of staff present.

Breaches of the above are potentially serious, are breaches of the AUP and are not good practice in a safeguarding context. Therefore these issues will potentially be treated as misconduct and subject to our disciplinary procedure). Ex-Pupils - It is the expectation of the school that staff wait at least two full years before connecting with former pupils in the ways stated above in a non-professional capacity.

Removal of Content by Millfield - Moderation

Moderation is the act of reviewing and approving content from others. Our aim is to promote community conversation so we will only remove or ask authors to remove content that is

- abusive
- contains personal and/or cultural attacks or insults
- promotes hate of any kind
- offensive in nature or contains offensive language
- spam
- potentially libellous
- contains plagiarised material
- contains commercial content
- Compromising of the safety of pupils or staff
- Damaging to the reputation of the school
- Detrimental in any way

How does Millfield support staff with regards Social Media?

If a member of staff is subject to abuse on social media, the following guidance is offered:

- Do not respond to the abuse

- Report the abuse to your line manager
- If the abuse is from another member of staff, report the abuse to your line manager or the Director of Holiday Courses and Events, Mark Greenow.
- If the abuse is from a pupil/student/course participant or parent then report the abuse to the Director of Holiday Courses and Events, Mark Greenow.

Best Practice for staff posting on Social Media

This section applies to those posting on behalf of Millfield though the guidelines may be helpful for anyone posting on social media in any capacity.

- Think twice before posting: privacy does not exist in the world of social media. Consider what could happen if a post becomes widely known and how that may reflect both on the poster and the organisations. Search engines can turn up posts years after they are created and comments can be forwarded or copied. If you wouldn't say it at a conference or to a member of the media, consider whether you should post it online. If you are unsure about posting something or responding to a comment, ask the Media Co-ordinator/Media Manager.
- Strive for accuracy: get the facts straight before posting them on social media. Review content for grammatical and spelling errors. This is especially important if posting on behalf of the organisation in any capacity.
- Be respectful: understand that content contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the poster and/or the organisation and its institutional voice.
- Remember your audience: be aware that a presence in the social media world is or easily can be made available to the public at large. This includes prospective students, current pupils, current employees, colleagues and peers. Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups.
- Never reveal personal or private information with regards to other staff or pupils.

Further and more informal examples of good practice (for all staff)

Social Media do's

1. Be Professional – talk the way you would talk to real people in professional situations
2. Be Courteous – be sure to listen & ask questions
3. Be Accurate – check your facts before you post and provide supporting sources if necessary
4. Be Useful – add content because you have something interesting to say, not for the sake of regular posting
5. Be Intelligent – provide some value. Don't talk down. Offer insight
6. Be Conversational – avoid overly pedantic or “composed” language. Don't be afraid to bring in your own personality
7. Be Non-confrontational – if you disagree, do so respectfully

8. Be Identifiable – use your real name and do not post anonymously
9. Be Transparent – disclose that you work for the organisation if this is relevant and be honest & truthful
10. On personal sites, identify your views as your own. If you identify yourself as Millfield staff member online, it should be clear that the views expressed are not necessarily those of the institution.

Be aware that use of social media in your own time can have a detrimental effect on Millfield, as many others may see your comments and you may be damaging the reputation of the school. As such you will be subject to the school's disciplinary procedures.

Social Media don'ts

1. Don't Share Secrets – if you aren't sure you can disclose something, just don't do it. Think about privacy, confidentiality and permission to use other people's content
2. Don't Bad Mouth – keep the language clean and avoid slamming people or companies
3. Don't Complain – if you don't have anything nice to say, don't say anything at all
4. Don't Defame – show everyone respect
5. Don't Forget your day job – social media can consume you so don't forget your other duties. Moderate, balanced use is essential.

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