



Social media policy

1. ABOUT THIS POLICY

1.1 This policy is in place to minimise the risks to our business through use of social media.

1.2 This policy deals with the use of all forms of social media, including Facebook, LinkedIn, Twitter, Google+, Wikipedia, Whisper, Instagram, Vine, Tumblr and all other social networking sites, internet postings and blogs. It applies to use of social media for business purposes as well as personal use that may affect our business in any way.

1.3 This policy does not form part of any employee's contract of employment and we may amend it at any time.

2. PERSONAL USE OF SOCIAL MEDIA

Personal use of social media is never permitted during working hours. Personal use of social media outside of working hours (e.g. during lunch breaks) while still on the premises is permitted so long as it does not involve unprofessional or inappropriate content, does not interfere with your employment responsibilities or productivity and complies with this policy.

3. PROHIBITED USE

3.1 You must avoid making any social media communications that could damage our business interests or reputation, even indirectly.

3.2 You must not use social media to defame or disparage us, our staff or any third party; to harass, bully or unlawfully discriminate against staff or third parties; to make false or misleading statements; or to impersonate colleagues or third parties or to misrepresent your role, job title or responsibilities within the organisation.

3.3 You must not express opinions on our behalf via social media, unless expressly authorised to do so by your manager. You may be required to undergo training in order to obtain such authorisation.

3.4 You must not post comments about sensitive business-related topics, such as our performance, or do anything to jeopardise our trade secrets, confidential information and intellectual property. You must not include our logos or other trademarks in any social media posting or in your profile on any social media.

3.5 The contact details of business contacts made during the course of your employment are our confidential information. On termination of employment you must provide us with a copy of all such information, delete all such information from your personal social networking accounts and destroy any further copies of such information that you may have.

3.6 Any misuse of social media should be reported to the Principal.



4. GUIDELINES FOR RESPONSIBLE USE OF SOCIAL MEDIA

4.1 You should make it clear in social media postings, or in your personal profile, that you are speaking on your own behalf. Write in the first person and use a personal e-mail address.

4.2 Be respectful to others when making any statement on social media and be aware that you are personally responsible for all communications which will be published on the internet for anyone to see. You must not post illegal materials; link your own blogs/personal web page to our website; reveal information about us, your colleagues and/or students; publish materials and/or comment that could undermine public confidence in us; misrepresent us by posting false and/or inaccurate statements about the work of ELC Bristol; misrepresent yourself by posting false or inaccurate information about your role, job title or responsibilities within the organisation. Any communications with students must be compatible with your professional role. You must not publish any comments and/or materials to which students will have access that is inappropriate - for example, anything of a personal and/or sexual nature or anything which may be considered offensive and/or discriminatory

4.3 You are strongly advised not to invite students to become friends/followers on social networking sites unless you have undertaken a thorough and robust risk assessment.

4.4 If you disclose your affiliation with us on your profile or in any social media postings (this includes photographs taken at the School or during school functions), you must state that your views do not represent those of your employer (unless you have been authorised to speak on our behalf as set out in paragraph 3.3). You should also ensure that your profile, job title, role description and any content you post are consistent with the professional image you present to clients and colleagues.

4.5 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until you have discussed it with your line manager.

4.6 If you see social media content that disparages or reflects poorly on us, you should contact the Principal.

5. BREACH OF THIS POLICY

5.1 Breach of this policy may result in disciplinary action up to and including dismissal. Any member of staff suspected of committing a breach of this policy will be required to co-operate with our investigation, which may involve handing over relevant passwords and login details.

5.2 You may be required to remove any social media content that we consider to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.