

All Hampstead Hill School Policies are always to be read and considered in conjunction with Equal Opportunities, Race Equality and Inclusion Policies. This Policy of Hampstead Hill School applies to all sections of the school including the Early Years Foundation Stage.

Hampstead Hill School Social Networking Policy



The term Stakeholder refers to any Staff, Parent and Children of Hampstead Hill School.

Social media may be used by the Hampstead Hill School employees for work related purposes subject to the restrictions set forth in this policy. These restrictions are intended to ensure compliance with legal and regulatory restrictions and privacy and confidentiality agreements. Social media includes items such as blogs, podcasts, discussion forums, and social networks.

Relevant Technologies

This policy includes (but is not only limited to) the following specific technologies:

- Personal Blogs
- Twitter
- Facebook
- Myspace
- Personal websites
- Chats and forums
- Instagram

Purpose

The purpose of this policy is to provide Hampstead Hill Stakeholders with guidance on participation in any social media, by which the Stakeholders of Hampstead Hill School are affiliated, known, identified, or presumed.

Definitions

Blog – Short for “Web log,” a site that allows an individual or group of individuals to share a running log of events and personal insights with online audiences.

Electronic Media - Non-computing devices, e.g., floppy diskettes, flash memory drives, CDs DVDs, tapes, hard disks, internal memory, and any other interchangeable, reusable, and/or portable electronic storage media (1) on which electronic information is stored, or (2) which are used to move data among computing systems/devices.

Social networking sites - e.g Facebook, Goldenline, Twitter, YouTube etc

State of Social Media

Every Stakeholder can express and communicate an on-line presence. Hampstead Hill School advises its Stakeholders to use good judgement on what material to make public when putting it online.

This policy will set forth guidelines that Stakeholders should follow for all on line communications in reference to Hampstead Hill School.

Responsibility

Material presented online in reference to Hampstead Hill School by any Stakeholder must not be made without the written consent of the Principal. Posts made in reference to Children, Staff, Parents or other Professionals that a Stakeholder may come in to contact with through the school are strictly prohibited. At no time must any photographs or materials be published that identify the school or children and pictures of staff may not be used unless written consent is given by the Principal. Any Stakeholder found to be:

1. posting remarks or comments that breach confidentiality and show the school in a negative light
2. deemed to be of a detrimental nature to the company or other Stakeholders
3. posting/publishing photographs of the school, children or staff
4. posting any material that is obscene, defamatory, profane, libellous, threatening, harassing, abusive, hateful, or embarrassing to another person.

Staff may face disciplinary or legal action.

All other rules and policies apply here, specifically: respecting colleagues, children, parents, protecting confidentiality, privacy and security, safeguarding and proper use of Hampstead Hill School assets.

Employees **must not** engage in social networking with parents and children e.g. do not include parents and children on Facebook profile, do not chat online with parents and children. Staff of Hampstead Hill School must maintain a professional relationship at all times.

Stakeholders must not disclose any confidential or proprietary information of or about Hampstead Hill School or do anything that might reasonably create the impression that they are communicating on behalf of or as a representative of Hampstead Hill School.

For Hampstead Hill School's and our employees' protection, it is critical that everyone abide by the copyright laws by ensuring that they have permission to use or reproduce any copyrighted text, photos, graphics, video or other material owned by others.

Stakeholders must seek approval from the Principal before setting up a Hampstead Hill School blog or any other related social media.

Company sensitive matters

Any on-line communication regarding information such as salary, strategic decisions, confidential information deemed inappropriate for uncoordinated public exchange is forbidden.

Topic matter guidelines

The Hampstead Hill School Stakeholders are encouraged to use the following guidelines in social networking practices.

- Remember that no information sent over the web is totally secure and as such if you do not wish the information to be made public refrain from sending it over a social network site.
- Even though you may think you are anonymous or use an alias you may be recognised. Maintain professionalism, honesty and respect.
- Apply a 'good judgement' test for every activity related to Hampstead Hill School
- Further, if any Stakeholder becomes aware of social networking activity that would be deemed distasteful or fail the good judgment test, please contact the Principal.

Company Assets

The use of company assets (computer, Internet, email, etc) is intended for purposes relevant to the responsibilities assigned to each employee. Social networking sites are not to be used during working hours at the school.

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Name: Andrea Taylor



Signed: