

RAMBERT SCHOOL SOCIAL MEDIA POLICY

Introduction

Rambert School of Ballet and Contemporary Dance is aware that social media provide opportunities for us to engage, connect and develop unique relationships with people in a creative and dynamic medium where users are active participants. Information about classes, taster days, performances or projects can be dissipated virally amongst supporters within online communities.

Social media refers to the latest generation of interactive online services such as blogs, discussion forums, pod casts and instant messaging. This list is not exhaustive and will include future developments in social media.

It is important for Rambert School to give careful consideration to the use of social media and to balance the benefits of creativity, spontaneity and immediacy of communication with the potential risks, including the risks to children, young people and vulnerable adults. Please see our Safeguarding guidelines 'Using social networking services and social media: promoting safe and responsible use'.

1. ABOUT THIS POLICY

- 1.1 This policy is in place to minimise the risks to our business through use of social media, to protect children, young people and vulnerable adults and also to protect staff members.
- 1.2 This policy deals with the use of all forms of social media, including Facebook, LinkedIn, Twitter, Google+, Wikipedia, Instagram 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 outlines the standards we require staff to observe when using social media, the circumstances in which we will monitor your use of social media and the action we will take in respect of breaches of this policy.
- 1.4 This policy covers all employees, officers, consultants, contractors, volunteers, interns, casual workers and agency workers.
- 1.5 This policy supplements our IT Policies – Acceptable Use and Security – and our safeguarding guidelines for using social networking services and social media: promoting safe and responsible use.
- 1.6 This policy does not form part of any employee's contract of employment and we may amend it at any time.

2. WHO IS RESPONSIBLE FOR THIS POLICY?

- 2.1 Managers have a specific responsibility for operating within the boundaries of this policy, ensuring that all staff understand the standards of behaviour expected of them and taking action when behaviour falls below its requirements.
- 2.2 All staff are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media should be reported to the Human Resources Manager in the first instance. Questions regarding the content or application of this policy should be directed to the HR Manager.

3. COMPLIANCE WITH RELATED POLICIES AND AGREEMENTS

- 3.1 Social media should never be used in a way that breaches any of our other policies. If an internet post would breach any of our policies in another forum, it will also breach them in an online forum. For example, you are prohibited from using social media to:
 - 3.1.1 Breach our IT Policy – Acceptable Use - and social networking services and social media: promoting safe and responsible use;
 - 3.1.2 Breach our obligations with respect to the rules of relevant regulatory bodies;
 - 3.1.3 Breach any obligations contained in those policies relating to confidentiality;
 - 3.1.4 Breach our Disciplinary and Dismissal Procedure;
 - 3.1.5 Harass or bully other staff in any way;
 - 3.1.6 Unlawfully discriminate against other staff or third parties or breach our Equal Opportunities Policy;
 - 3.1.7 Breach our Data Protection Policy (for example, never disclose personal information about a colleague or student online); or
 - 3.1.8 Breach any other laws or regulatory requirements.
- 3.2 Students should never provide references for other individuals on social or professional networking sites, as such references, positive and negative, can be attributed to the organisation and create legal liability for both the author of the reference and the organisation.
- 3.3 Students who breach any of the above policies may be subject to disciplinary action up to and including termination of employment.

4. PERSONAL USE OF SOCIAL MEDIA AT SCHOOL

- 4.1 We permit the incidental use of social media websites for personal use subject to certain conditions set out below. However, these guidelines treat the use of social media as a privilege and not a right. It must neither be abused nor overused and we reserve the right to withdraw our permission at any time at our entire discretion.

The following conditions must be met for personal use to continue.

- (b) Use must not breach any of the rules set out in paragraph 9 below.
- (c) Use must not interfere with school commitments;
- (d) Use must comply with our policies including the Equal Opportunities Policy, Data Protection Policy and Disciplinary and Dismissal Procedure.

5. PROHIBITED USE

- 5.1 You must avoid making any social media communications that could damage the school, operational and educational interests of the School or adversely affect its reputation, even indirectly.
- 5.2 You must not use social media to defame or disparage Rambert School, our staff or students or any third party; to harass, bully or unlawfully discriminate against staff or students or third parties; to make false or misleading statements; or to impersonate colleagues, students or third parties.
- 5.3 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.
- 5.4 You must not post comments about sensitive topics, such as our performance, or do anything to jeopardise our 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.
- 5.5 Any misuse of social media should be reported to the Principal.

6. GUIDELINES FOR RESPONSIBLE USE OF SOCIAL MEDIA

- 6.1 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 the appropriate e-mail address.

- 6.2 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.
- 6.3 If you disclose your affiliation with us on your profile or in any social media postings, you must state that your views do not represent those of your employer. You should also ensure that your profile and any content, including images, you post are consistent with the professional image you present to clients and colleagues.
- 6.4 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.
- 6.5 If you see social media content that disparages or reflects poorly on us, you should contact your line manager.

7. MONITORING

- 7.1 We reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including but not limited to social media postings and activities, to ensure that our rules are being complied with and for legitimate business purposes and you consent to such monitoring by your use of such resources and systems.

8. BREACH OF THIS POLICY

- 8.1 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 cooperate with our investigation, which may involve a request to hand over relevant passwords and login details.
- 8.2 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.

9. PERSONAL PROFILES AND SAFEGUARDING

At Rambert School we have a duty of care to all students enrolled on courses. For this reason, we ask that all staff adhere to the following guidelines:

- 9.1 Do not accept personal friendship requests on social networking or messaging sites from current staff or vulnerable adult service users.

- 9.2 Do not use your personal profile in any way for official Rambert School business. If you are going to be a friend of your organisation's official social networking group, ensure you have a separate professional Rambert School profile and do not use your personal profile.