MALVERN COLLEGE

Social Media Policy

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1   **INTRODUCTION**

1.1   A range of internet-based social media platforms exist which seek to promote a conversational style exchange of information with Malvern College and its stakeholders. These platforms are often used in conjunction with websites that provide information in a more established way.

1.2   Malvern College recognises the benefits of internet-based media platforms and uses six social media sites - Twitter, Facebook, Google+, YouTube, Instagram and Pinterest. This policy sets out the principles and procedures that should be followed in operating these platforms.

1.3   Staff operating sites on behalf of Malvern College must do so responsibly in order that both the confidentiality of pupils and staff and the reputation of the school and profession are safeguarded.

1.4   The aim of using social networking sites is to enhance the College's communication lines. These sites will operate alongside the Malvern College website fulfilling a different function and bringing together interested parties in a less formal environment. Information from the official individually operated sites may be selectively re-posted on the College's official site by Marketing Department to further enhance the reach of certain items of news.

2   **SCOPE**

2.1   This policy applies to the staff concerned with operating social media sites on behalf of Malvern College, collectively referred to as 'staff' in this policy.

3   **OPERATION**

3.1   News will be communicated in a way that will take into account safeguarding, data protection and other risks.

3.2   The standing and reputation of the College will be paramount in any decision-making about the content posted, and careful consideration will be given to the level and type of engagement with regard to the content of text and the use of images.

3.3   All staff working on behalf of the school are bound by the agreement the school has with parents and with their children. Accordingly, if parents or a child wishes not to appear in promotional literature/website/social media

designed to publicise successful events at the school, their name/image will not be used. Consent specific permission will be sought by staff if deemed appropriate under the provisions of the College's pupil privacy statement (DPA). Where automatic exclusion is not requested, all other pupils could be included in any school-based stories that exemplify excellence or achievement or just keep the readers/followers up to date with stories and news about what the school is doing. Names will not necessarily be added, but could be if the news story identifies the newsmaker(s). We acknowledge that even if there is no name added the image will identify those in the story so permission will be sought as required.

4   RELATED POLICIES

4.1   This policy should be read in conjunction with the following school policies:

- E-Safety Policy
- IT Safety Policy
- Managing Images of Children Policy
- Guidance for Staff on the Use of Photographs and Videos of Pupils by the College
- Staff Code of Conduct.

5   ESTABLISHING NEW SCHOOL SITES

5.1   Members of the Malvern College staff must not disclose information, make commitments, or engage in activities on behalf of Malvern College without written authorisation from the Headmaster. Any member of staff wishing to create a new social media account on behalf of Malvern College requires the specific written permission of the Headmaster. Requests to establish new, 'stand-alone', school operated accounts must be submitted to the Marketing Manager for the Headmaster's approval on the appropriate form. All approved accounts will be monitored by the Marketing department and must be maintained by the initiator. The Marketing department must be given access to all approved accounts.

5.2   The Digital Marketing Officer will provide training on the operation of the newly created site.

5.3   Additional approved sites – exceptional/contentious content *must* be discussed with, and approved by, the Marketing Manager and Digital Marketing Officer before posting.

6   MONITORING MALVERN COLLEGE SOCIAL MEDIA SITES

6.1   The Marketing department will post news stories on the school's social media pages and will monitor responses. They will also monitor additional sites operated by other members of staff. This monitoring service will take place during normal office hours - 9am to 5pm. It therefore follows that sites operated by staff outside the Marketing department will have a stand-alone nature and responsibility for the text and images posted will rest with the initiator. The Marketing department may advise on any retrospective change that may be deemed necessary. Posts can be timed to appear in advance by the Digital Marketing Officer.

6.2   Pupils using the school network are blocked from social media sites during lesson time.

6.3   Account login information will be shared between designated monitoring staff and account information will be kept secure.

6.4   The Digital Marketing Officer will use analytical data to review the efficiency of the social media platforms, for example: Google Analytics, Facebook Insights, Twitter Analytics, Bitly, Meltwater and other software such as Hootsuite, all of which will heighten our monitoring capability.

6.5   At least two approved administrators must be nominated for each account. Their role is to review, moderate and if necessary remove content which breaches the House Rules. 'House Rules' will be attached to each of the sites in question, for example, for Facebook:

Malvern College House Rules

This page is designed as a space to bring together our stakeholders in a friendly environment. N.B. Comments and feedback left on this page will not always represent the views of Malvern College. We retain the right to remove anything offensive or inappropriate posted on this page.

We ask that all our followers adhere to Facebook's *Terms of Use* and our own House Rules.

We may remove any post, images, videos and materials that:
    • Defame, abuse, harass, stalk, threaten or otherwise violate the legal rights (such as rights of privacy and publicity) of others.
        • Publish, post, distribute or disseminate any defamatory, obscene,

indecent or unlawful material or information.

   • Upload or attach files that contain software or other material protected by intellectual property laws (or by rights of privacy of publicity) unless you own or control the rights thereto or have received all necessary consents.

   • Publish, post or distribute any spam, advertising, photos of other schools' pupils or inappropriate marketing within the page.

   • Upload or attach files that contain viruses, corrupted files, or any other similar software or programs that may damage the operation of another's computer.

   • Delete any author attributions, legal notices or proprietary designations or labels in any file that is uploaded.

   • Falsify the origin or source of software or other material contained in a file that is uploaded.

8   BREACHES OF THE POLICY

8.1   The School regularly monitors use of the internet, social media and email systems to check use is in accordance with its policies. Any breach of this policy may lead to disciplinary action being taken against the staff involved, in line with the Malvern College Disciplinary Policy and Procedure, up to and including dismissal.

APPENDIX A
Aims of the use of Social Media:

- To reach a larger audience and to make people aware of the Malvern College website
- To extend the reach and consolidate the brand
- To inform and update stakeholders in an informative and intuitive exchange
- To demonstrate a modern and up-to-date online presence
- To improve referrals to the Malvern College website.

Examples of the envisaged feed:

Twitter
- Announcements and headline news
- Notifications of forthcoming events
- Interesting news / articles
- Appropriate photos
- Re-tweets of positive messages, feedback or items of interest
- Association with bodies/organisations we wish to be connected with
- Responding to our audience
- Potential for live streaming

Facebook & Google+
- Headline news with photos
- Photo galleries (e.g. play productions)
- Reports on events that have taken place or news of forthcoming events.
- Interacting with or responding to our audience
- Potential for live streaming (Facebook)

Instagram
- Appropriate photos
- Instagram stories
- Reporting general school life and headline news
- Interacting with or responding to our audience
- Be visible and improve communications to pupils as Instagram is their preferred channel.

Pinterest
- Appropriate photos
- Interacting with or responding to our audience
- Featuring pictures of pupil artwork, views of the school etc.

YouTube
- Promotional videos of the school
- Potential for live streaming

Ends.

APPENDIX B
Social Media Site Creation Approval Form

NB. Use of social media on behalf of Malvern College must be approved prior to setting up sites.

Please complete this form and forward it to the College's Marketing Manager.

TEAM DETAILS	
Department	
Name of author of site	
Author's line manager	

PURPOSE OF SETTING UP SOCIAL MEDIA SITE	
(Please describe why you want to set up this site and the content of the site)	
What are the aims you propose to achieve by setting up this site?	
Name of proposed social media platform and group/page name	
What is the proposed content of the site?	

PROPOSED AUDIENCE OF THE SITE
Please tick all that apply.

☐ Pupils of Malvern College (provide age range)
☐ Malvern College staff
☐ Pupils' family members
☐ Pupils from other schools (provide names of schools)
☐ External organisations
☐ Members of the public
☐ Others; please provide details

ADMINSTRATION OF THE SITE

Names of administrators (the site must have at least two approved administrators)	
Names of moderators (The site must have at least two approved moderators)	
Who will vet external contributors (if applicable)?	
Who will host the site?	☐ Malvern College ☐ Third party; please give host name
Proposed date of going live	
Proposed date for site closure (if applicable)?	
How do you propose to advertise for followers and/or external contributors?	
If contributors include children or adults with learning disabilities how do you propose to inform and obtain consent of parents or responsible adults?	
What security measures will you take to prevent unwanted or unsuitable individuals from contributing or becoming	

'friends' of the site (if applicable)?	

APPROVAL
(Approval from relevant people must be obtained before the site can be created. The relevant managers must read this form and complete the information below before final approval can be given by the Headmaster).

<u>Line Manager</u> I approve the aims and content of the proposed site.	Name	
	Signature	
	Date	
<u>Marketing Manager</u> I approve the aims and content of the proposed site and the use of school brand and logo.	Name	
	Signature	
	Date	
<u>Headmaster Malvern College</u>	Name	
	Signature	
	Date	