



STAMFORD

SOCIAL MEDIA POLICY

1. Introduction

Stamford Endowed Schools recognises the growing importance of social media in our society and acknowledges the role it plays in the lives of our students, staff, and the wider school community. This Social Media Policy outlines the guidelines and expectations for the responsible use of social media by members of the Stamford Endowed Schools community.

2. Purpose

This policy aims to:

- a. Promote responsible and ethical use of social media platforms.
- b. Ensure the protection of personal and institutional information.
- c. Safeguard the reputation and integrity of Stamford Endowed Schools.
- d. Encourage positive online interactions and respectful behaviour.
- e. Address potential issues and consequences related to misuse of social media.

3. Scope

Definition of “Social Media” - websites or apps that allow users to create and share on-line content, such as Facebook, Twitter, Instagram, LinkedIn, TikTok, Snapchat, YouTube, Threads and any other similar platforms.

This policy applies to all members of the Stamford Endowed Schools community, including students, parents, guardians, staff, governors, alumni, and any other individuals associated with the school.

4. Responsible Social Media Use

4.1 Personal and Professional Use

Users should be aware of the following general guidelines when posting to social media:

- **Maintain Professionalism:** Staff members should keep personal and professional accounts separate and maintain professionalism in all online interactions related to school matters.

- LinkedIn: The school recognises that unlike other platforms LinkedIn is primarily focussed on professional networking. Staff who have a LinkedIn presence should be aware that they are representing the school when the post, comment or like something. We would encourage staff on LinkedIn to celebrate the successes of the school and the wider sector, while also being mindful of not promoting schools that are direct competitors.
- Respect privacy: Do not share or disclose personal information of other community members without their consent.
- Maintain a positive tone: Avoid engaging in cyberbullying, harassment, and/or posting offensive or deliberately provocative content.
- Use respectful language: Refrain from using derogatory, discriminatory, or offensive language when posting or commenting on social media.
- Promote the School: Encourage positive stories and accomplishments related to Stamford Endowed Schools but avoid engaging in any form of advertising or marketing without proper authorisation.
- Think before posting: Consider the potential consequences of your posts and the impact they may have on the Stamford Endowed Schools community.

4.2 Official School Accounts – Rules of Use

The following are rules that apply to official accounts that communicate (or appear to communicate) on behalf of the school:

- Creation: an official account may only be opened with the prior written permission of the Head or Director of External Relations. (Retrospective permission, or otherwise, will be given for existing accounts).
- Ownership: each official account must have a nominated owner, who is responsible for content posted on to the account. A list of account owners will be maintained by the Marketing Department.
- Posting: Only authorised members of staff or volunteers can post to school social media accounts. Authorisation will be given by the Head or Director of External Relations. A list of authorised users will be maintained by the Marketing Department.
- Passwords: the Marketing Department must be given login details and passwords for all official school accounts.
- Accuracy and integrity: Anyone posting to a school account must ensure that information shared on official accounts is accurate, up-to-date, and consistent with the School's values and mission.

- Confidentiality: Do not share confidential or sensitive information about the Schools, its students, or staff, governors or parents without proper authorisation from the Head and/or Director of External Relations.
- Overall control: all school accounts will be actively monitored by the Marketing Department. If an account owner is asked to remove a post, or to post certain content by the Marketing Department, the Head, or the Director of External Relations, they must do so immediately.

4.3 Cybersecurity and Privacy

- Protect your accounts: Use strong, unique passwords for your social media accounts and enable two-factor authentication where possible. Staff should also make themselves aware of privacy settings and use them appropriately to protect content.
- Be cautious with personal information: Do not share sensitive personal information, such as addresses or phone numbers, on public social media platforms.
- Report suspicious activity: If you suspect a breach or unauthorised use of your social media accounts, report it immediately to the appropriate authorities.

5. Consequences of Violations

Violations of this Social Media Policy may result in disciplinary action being taken against staff. This could include Gross Misconduct.

6. Review and Updates

This Social Media Policy will be reviewed periodically to ensure its relevance and effectiveness, but as a minimum every three years. Any updates or changes will be communicated to the Stamford Endowed Schools community.

Author	Director of External Relations	Date of Review	Summer 2023
Authorised by	Bursar	Date of Authorisation	Summer 2023
Applicable to	SES	Date of Next Review	Summer 2026

