



STREATHAM & CLAPHAM HIGH SCHOOL

Social media usage guidelines

- Playing an active part in social media offers great potential for the GDST and individual schools to engage with the world. Social networks are where we engage, respond and shout about the great things that we do. As employees of the GDST we have the opportunity to play a part in communicating to pupils, parents, stakeholders and communities. We also have a duty to do so responsibly.
- These guidelines complement the Communications (including Social Media) Policy and are designed as a reference tool to help you use social media effectively and appropriately, both for personal and business use.

General principles

Use your judgement

- Social networks are public spaces like any other, so behave as you would in such a situation; act professionally and transparently. Refrain from commenting negatively on pupils, colleagues, parents, competitors, products or partner organisations.
- This applies to personal use of social networks too – your opinions are permanent, so make sure you're happy that they could be seen by the GDST, your colleagues, friends, family, or even a future employer. Don't do anything that could damage your own or the GDST's reputation.

Get your facts right

- Maintaining trust with our pupils, parents and communities is vital - therefore be confident about the accuracy of any facts, figures or technical information before sharing it. Reference a source if available.

Be relevant

- Think about your audience and whether what you're sharing with them is appropriate, relevant, interesting and/or informative. If you're not sure that it is, keep it to yourself.

Protect company confidentiality

- Refrain from sharing confidential or sensitive information about the GDST or about those whose information we hold.

Respect copyright

- Give credit where it's due – if you are sharing an image, video or link, clearly reference the owner. If in doubt, leave it out.

Avoid conflict

- If you discover negative comments, complaints or anything that could negatively affect GDST's reputation, don't respond. However, do let the appropriate individual know straight away so that it can be dealt with swiftly.

Stay safe

- Social media platforms offer a range of ways to protect your privacy. Ensure that you review your security/privacy settings regularly. Always choose secure passwords (e.g. use a mix of cases and characters) and make sure that you use a different one for each platform.

Dos and don'ts

Dos

- Use social media:
 - To alert pupils to interesting articles or resources that are relevant to your subject or particular topics
 - To connect with other teachers worldwide
 - As a source of CPD and subject resources
- Be aware that even if your X (formally Twitter) account is protected, or your Facebook privacy settings are high, it's still possible for someone to take a screen grab of a tweet or a comment and circulate it
- Consider the provenance of posts you might be tempted to share – sometimes innocuous content can originate from organisations you would not want to be associated with
- Check the facts or the current status, where possible, before retweeting or sharing 'viral' posts
- Respect other individuals and their opinions, and set a good example in your online dealings.
- If expressing strong political or religious opinions, confine your views to policies or procedures rather than personal comments on individuals

Don'ts

- Do not follow individual, current pupils on X (formally Twitter), or former pupils while they are still in primary or secondary education whether at a GDST school or not
- Do not 'friend' individual, current pupils on Facebook, or former pupils while they are still in primary or secondary education whether at a GDST school or not
- Do not criticise or argue with other members of staff, parents or pupils on social media
- Do not post links to inappropriate content
- Do not retweet or share other people's inappropriate comments or links

- Do not swear or use bad language in your online postings