

Social Media Policy

Teach Major recognises the importance of social media as a tool for communication, engagement, and promotion. This Social Media Policy outlines the principles and guidelines for the responsible and professional use of social media by all Teach Major staff members. The policy is designed to ensure that social media activities align with the organisation's values, safeguarding standards, and professionalism, contributing positively to our reputation and the welfare of the children in our care.

Policy Objectives:

- To promote responsible and positive use of social media by staff members associated with Teach Major.
- To protect the privacy, confidentiality, and safety of children, staff, and Directors.
- To maintain Teach Major's professional reputation and brand image.
- To prevent the unauthorised disclosure of sensitive information.
- To ensure compliance with relevant legislation and regulations.
- To provide clear guidelines for the use of social media during and outside working hours.

Scope:

This policy applies to all staff members of Teach Major, including directors, managers, paid staff, cover staff, peripatetic staff, and third-party agencies, whether employed on a permanent, temporary, or casual basis.

Principles of Use:

Professionalism: Staff members are expected to maintain a professional and positive image when representing Teach Major on social media platforms. Avoid sharing content that may compromise the organisation's reputation or the perception of professionalism.

Confidentiality: Respect the privacy and confidentiality of children, parents, and staff. Do not share sensitive information, photographs, or videos without explicit consent from parents or guardians.

Clear Separation: Differentiate personal and professional social media accounts. When expressing personal opinions, make it clear that the views are personal and do not represent the views of Teach Major.

Boundaries: Exercise caution when connecting with current or former students and their families on personal social media accounts. Staff members are discouraged from accepting friend requests from students on personal accounts.

Posting Frequency: Be mindful of the frequency and timing of social media posts. Excessive or inappropriate posting during working hours may be perceived negatively.

Appropriate Content: Avoid sharing content that is offensive, discriminatory, or violates Teach Major's policies, including those related to safeguarding, equality, and diversity.

Crisis Management: In the event of a crisis or sensitive situation, do not disclose information or make comments on social media. Refer any inquiries or concerns to the designated safeguarding lead or management.

Use of Teach Major Brand:

Logo and Branding: Only official Teach Major social media accounts should use the organisation's logo and branding materials. Staff members must not create social media accounts that represent Teach Major without authorisation.

Official Communication: All official communication on social media platforms representing Teach Major should be coordinated by designated individuals. Individual staff members should not engage in official communication without approval.

Monitoring and Enforcement: Teach Major reserves the right to monitor staff members' social media activities to ensure compliance with this policy. Any violations may result in disciplinary action, up to and including termination of employment. Additionally, staff members are responsible for reporting any concerns related to the social media activities of colleagues that may breach this policy.