

## **EMERGING TECHNOLOGIES AND USE OF NEW MEDIA POLICY**

### **AIMS OF THE POLICY**

The aim of this policy is to provide a framework for students and staff at Tonbridge School to utilise the opportunities provided by new technology and digital media safely, and to ensure that the reputation of the School, its employees and its students is protected. Tonbridge School has already put in place a number of controls to protect the safety of boys and staff such as a filtered network, an Acceptable Use of Computers Policy and clear policies and sanctions in the area of Online-Safety and Cyberbullying. There is also a strong educative element to our approach to these issues with boys, staff and parents. This policy will be reviewed annually to reflect the rapidly changing nature of this area, and in doing so we will seek to use the views of staff, boys and, where appropriate, parents.

### **ROLES AND RESPONSIBILITIES**

Oversight of this policy lies with the Second Master. It will be reviewed annually in conjunction with the Director of ICT, the Head of Digital Creativity and the Head of Communications.

This policy should also be read in conjunction with:

- Acceptable Use of Computers Policy (for boys);
- Computer Use Policy (for staff);
- Online-Safety Policy;
- Photographic Images Policy;
- Anti-Bullying Policy;
- Cyberbullying Policy;

This policy takes account of guidance from the DfE, Ofsted (The Safe Use of New Technologies) and Kent County Council resources (including 'Using Social Media and Technology in Educational Settings' and policy guidance available on [www.kelsi.org.uk](http://www.kelsi.org.uk)).

### **BASIC EDITORIAL PRINCIPLES**

- There should be no attempt to humiliate or belittle any member of the School community.
- There should be no attempt to undermine or harm the reputation of Tonbridge School.
- There should be no gratuitous use of foul and/or abusive language or reference to gratuitous violence.
- There should be nothing which could be construed as racist, homophobic, sexist or as an attempt to malign any minority group or any individual based on designated characteristics.

### **GUIDELINES FOR BOYS**

- If you access the internet using your School account, via the School network, your actions should be guided by existing School policy. This applies whether you are at School or accessing the School network or email system remotely.
- If you access the internet using your own device whilst at School or under School control, your actions should be guided by existing School policy.

- You should be aware that anything which has a reputational impact on the School or members of its community, or anything which might be deemed as cyber bullying will be acted upon by the School, regardless of whether this was done through the School network or not and regardless of where the act originated.
- Anything which is produced using School equipment, which is produced on the School grounds as part of a School activity (such as a lesson or a School production) or which is produced whilst under School control (such as a trip) must satisfy the editorial guidelines laid down by the School. **Before any such material is uploaded to public sites such as YouTube, Instagram, Snapchat, Facebook or Flickr, permission from the Head of Communications or Headmaster MUST be sought.**
- Any student using social media sites, such as Twitter must adhere to the basic editorial principles outlined above. Unless specific permission has been granted by the School and even if these sites are being accessed by personal devices which lie outside the control of the School network, individuals must make it clear that they are writing in a personal capacity and must not represent their views as being those of the School. **Anything which is posted or written which brings the School (or members of the School) into disrepute may result in serious disciplinary sanctions.**
- Any boy who wishes to create an 'official' Blog or Twitter page (for example those involved in trips or wishing to relay sports results) must adhere to School's Basic Editorial Principles (see above). **Permission MUST be sought, in the first instance, from the Head of Communications or Headmaster.**
- The School has a duty to report any criminal act or material to the relevant authorities.

## GENERAL GUIDELINES FOR STAFF

- If you access the internet using your School account, via the School network, your actions should be guided by existing School policy. This applies whether you are at School or accessing the School network or email system remotely.
- If you access the internet using your own device whilst at School or on School business, your actions should be guided by existing School policy.
- You should be aware that anything which has a reputational impact on the School or members of its community, or anything which might be deemed as cyber bullying will be acted upon by the School, regardless of whether this was done through the School network or not and regardless of where the act originated.
- Anything which is produced using School equipment, which is produced on the School grounds as part of a School activity (such as a lesson or a School production) or which is produced whilst on School business (such as a trip) must satisfy the editorial guidelines laid down by the School. **Before any such material is uploaded to public sites such as YouTube, Instagram, Snapchat, Facebook or Flickr, permission from the Head of Communications or Headmaster MUST be sought.**
- Any member of staff using social media sites, must adhere to the basic editorial principles outlined above. If these sites are being accessed by personal devices which lie outside the control of the

School network, individuals must make it clear that they are writing in a personal capacity and must not represent their views as being those of the School. **Anything which is said which brings the School (or members of the School) into disrepute will be dealt with under the School's Disciplinary Policy and Procedure. See below for more detailed guidelines relating to the use of social media.**

- Any member of School who wishes to create an 'official' social media or web page must adhere to School editorial standards. **Permission MUST be sought from the Head of Communications or Headmaster. See below for more detailed guidelines relating to the use of social media.**
- The School has a duty to report any criminal act or material to the relevant authorities.

### **Social Media and Digital Communication: Guidelines for Staff**

Social media and other forms of digital communication are excellent tools for teaching and learning and a great way for the School to engage with the community and its audiences; including boys, prospective parents, parents and OTs. The positive use of social media and digital sites at Tonbridge School, for both teaching and learning or engagement purposes, is encouraged and enshrined within the School's wider Communications and Teaching and Learning Strategies.

However, it is essential their use is considered carefully in advance to ensure the School is conveying the correct messages and that all members of the School community are kept safe.

### **CREATING AN ACCOUNT**

Before creating an account or site for teaching and learning or engagement and marketing purposes, staff should first consider if using social or digital media is appropriate and, if so, what the best format will be. The Head of Communications and Director of Teaching and Learning can provide advice on this, as can colleagues already using social media to positive effect.

Key questions are:

- *What do you want to communicate?*
- *Who is the intended audience?*
- *Why is this technology better suited than traditional methods of communication?*
- *What is the best medium to use?*
- *Who will manage the site / medium?*
- *Have you risk assessed the medium / site?\**
- *Do the terms and conditions of the medium / site allow you to use it for the required purpose?*
- *For teaching and learning accounts, is the site age appropriate and suitable for educational purposes?*
- *Does it offer tools for moderation / restrictions and, if so, do you know how to use them?*
- *Do you have the resources to manage the medium / site?*
- *How will you evaluate its success?*

*\*Risk assessment templates are available at the foot of this document and should be completed and returned to the Head of Communications before permission is given to create a new social media account or digital site.*

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**Social media accounts should not be created without first gaining permission from the Head of Communications and the Headmaster.**

Social media accounts for School business should be professional or departmental in use and appearance. This should be made obvious within the heading or title of the account and by the nature of its use.

The person /people managing the account should be made clear to its users/followers. The log-in details for a departmental account should be shared with at least one colleague to provide business continuity and act as a safeguard.

Staff should be aware that their duty of care to boys still applies when using online tools.

Boys will often need to 'like', 'follow', 'friend' or otherwise positively connect with a School social media account in order to see and engage with its content. Accounts should not connect with current boys in return through a mutual 'like' or 'follow' unless it is appropriate to do so and this *should be discussed with both the Second Master and the Head of Communications*. It is, however, appropriate to engage with or respond to boys on the account's publicly visible 'feeds' or 'timelines', as long as that engagement is clearly professional in its nature.

Staff should not use any private messaging tools available with social media accounts to communicate with boys.

It is recommended that membership to online social media groups being used for classroom purposes is controlled using privacy tools – for example, people can 'request' to join or follow certain groups, including on Facebook and Twitter, and be approved by the account manager.

Staff should only post material, such as pictures and videos, for which they own the copyright or have the express permission of the creator to use.

When posting images, including film, staff should adhere to the School's Photographic Images Policy – this is especially important when sharing images of Tonbridge boys or other children.

**What Can I Say On Social Media?**

Social and digital media shouldn't be treated differently from other forms of communication – problems are created by the individual and not the medium. However, users should be aware that the possible audience is far larger than through other methods of communication. A good rule is that if the School wouldn't say something to a parent, visitor or member of the public in person, then we shouldn't be saying it online. Information should be fair, accurate and unbiased.

Key questions to ask are;

- Would the School be comfortable if the statement appeared in the media?
- Could the comment provoke an adverse reaction from people reading it?
- Does the poster have the rights and permission to communicate the information to the public?

Staff disciplinary matters with regards to social media will be dealt with under existing Tonbridge School policies.

## Personal Social Media Accounts

In order to protect staff, personal social media accounts should not be used for School purposes. Staff should be very careful not to share personal information with boys. For safeguarding reasons, staff should not 'like', 'follow', 'friend', message or otherwise engage with boys through their personal social media accounts.

Staff should be aware that, even when acting as an individual, their actions can be widely seen on social media and may be criticised by others, especially if they are aware of an individual's role within a School. It is crucial that staff protect their professional status online and remember that content can circulate online far wider than intended without their consent or knowledge.

Tonbridge staff should not publish anything online or through their social media accounts that criticises the School or could be seen as bringing the School into disrepute.

Staff are encouraged to use the privacy and security settings available with many social media and online accounts in order to restrict the posting of personal content by others without their knowledge or consent.

## DOS AND DON'TS FOR USING SOCIAL MEDIA AT TONBRIDGE

### Do

- Always be transparent. When communicating on social media say who you are and who you work for. Be genuine.
- Adopt the correct tone, but be aware parents and others expect certain standards of the School so don't slip into bad habits of using slang, poor grammar, poor spelling or 'text speak'.
- Be passionate about what you do and reflect it in posts.
- Post often. People will have no reason to 'follow' or 'like' you if they can't expect new content regularly. That doesn't mean you have to post throughout the day, but a steady stream of posts is far better than posting something and then leaving the site for a few weeks.
- Add value. Share your insights and tips. People will follow you if you are worth listening to.
- Interact. The best social media accounts are two-way: Sometimes post questions to spark debate.
- Tell people when they can expect a response. It is unlikely your social media account will be monitored 24 hours a day, so keep a regular time slot for responding to posts.
- Follow and connect with other social media users who can provide useful insight and content for your purposes – although this should not include Tonbridge boys or anyone under the age of 18.
- Link to other blogs, websites, pictures and video. Posts with added content are far more popular than standard text. Show a picture or video of what you are talking about, if applicable, but be mindful of the School's Use of Cameras and Images Policy. Be aware that sharing media from others can imply endorsement.
- Enjoy using social media. If you aren't enjoying it, people will notice and won't enjoy interacting with you.
- Make use of moderation and security tools, if available, to either limit membership / viewing of a group or to ensure publicly visible communications are appropriate.

### Don't

- Create a School social media account without the permission of the Headmaster and Head of Communications.
- Use personal social media accounts for School purposes – rather, create professional or departmental accounts for classroom, engagement or marketing use.

- 'Follow', 'like', 'friend' or have private conversations or otherwise engage with boys from a personal social media account.

## **USEFUL GUIDANCE**

Kent Safeguarding Children Board (KSCB) has a document discussing ideas and FAQs on how to use technology when working with young people:

[http://www.kelsi.org.uk/\\_\\_\\_data/assets/pdf\\_file/0004/60934/Safer-Practice-August-2016.pdf](http://www.kelsi.org.uk/___data/assets/pdf_file/0004/60934/Safer-Practice-August-2016.pdf)

'Supporting School Staff' is a document to help staff understand how to protect themselves online created by Childnet International and DfE: [www.digizen.org/resources/School-staff.aspx](http://www.digizen.org/resources/School-staff.aspx)

The Facebook Safety Centre includes advice and guidance for Schools: [www.facebook.com/safety](http://www.facebook.com/safety)

Facebook also has a guide for teachers considering the use of Facebook in the classroom  
<http://facebookforeducators.org>

YouTube provide help and advice for educators at:  
[www.google.com/support/youtube/bin/answer.py?answer=157105](http://www.google.com/support/youtube/bin/answer.py?answer=157105)

Twitter safety information can be found at <http://support.twitter.com>

**ACTION PLAN / RISK ASSESSMENT FOR USE OF SOCIAL MEDIA / DIGITAL COMMUNICATION IN THE CLASSROOM**

Date	Applicant	Approved by	Website / Social Media being used	Review date

Possible Hazard	Action Required	Action by Whom	Action By When	Done

