



SOCIAL MEDIA POLICY

W12

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DOCUMENT CONTROL TABLE

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1	October 2016	Amendment to not permit personal usage during hours
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1.2	February 2023	Refreshed with new formatting for policy

CONTENTS

PURPOSE	4
PERSONNEL RESPONSIBLE FOR IMPLEMENTING THE POLICY	4
COMPLIANCE WITH RELATED POLICIES AND AGREEMENTS	4
PERSONAL USE OF SOCIAL MEDIA	5
GUIDELINES FOR RESPONSIBLE USE OF SOCIAL MEDIA	6
BUSINESS USE OF SOCIAL MEDIA	7
PARENT/CARER CONSENT	9
RECRUITMENT	9
BREACH OF THIS POLICY	9
APPENDIX 1 – SOCIAL MEDIA SITE APPROVAL FORM	10

PURPOSE

- This policy is in place to minimise the risks to Doha College through use of social media.
- This policy deals with the use of all forms of social media, including Facebook, LinkedIn, Twitter, Google+, Instagram, WhatsApp and Snapchat and all other social networking sites, internet postings, blogs, and chat apps. It applies to use of social media for business purposes as well as personal use that may affect our school in any way.
- This policy covers all staff, consultants, contractors, volunteers, casual workers, agency workers, and Governors.
- This policy ensures Doha College maintains their duty to safeguard children, the reputation of Doha College and those who work for it and the wider community.
- This policy does not form part of any employee's contract of employment, and we may amend it at any time.
- References to “students” throughout this policy shall mean students other than the staff member’s own child or relation.

PERSONNEL RESPONSIBLE FOR IMPLEMENTING THE POLICY

- The Principal has overall responsibility for the effective operation of this policy but has delegated day- to-day responsibility for its operation to the Head of Schools.
- Responsibility for reviewing this policy annually to ensure that it meets legal requirements and reflects best practice.
- Staff have a specific responsibility for operating within the boundaries of this policy and understanding the standards of behaviour expected of them and are aware that action will be taken when behaviour falls below its requirements.
- All staff are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media must be reported to HR. Questions regarding the content or application of this policy should be directed to HR.

COMPLIANCE WITH RELATED POLICIES AND AGREEMENTS

Social media should never be used in a way that breaches any of our other policies. If an internet post would breach any of our policies in another forum, it will also breach them in an online forum. For example, you are prohibited from using social media to:

- Breach our ICT and Internet Acceptable Use policy.
- Breach our Code of Conduct.
- Breach our Disciplinary Policy or procedures.
- Breach our Data Protection Policy (for example, never disclose personal information about a colleague or student online)
- Breach any other laws or regulatory requirements.

Staff who breach any of the above policies may be subject to disciplinary action up to and including termination of employment.

Staff should never provide references for other individuals on social or professional networking sites, as such references, positive and negative, can be attributed to Doha College and create legal liability for both the author of the reference and the organisation. Further information about the provision of references can be found in our HR Policy.

Staff must make themselves aware of and act in accordance with their duties under the Keeping children safe in education: *Statutory guidance for schools and colleges September 2019 as these relate to:*

- Their own on-line activity
- The on-line activity of students and other colleagues and
- Information of which they become aware on-line.

including their duties relating to Children Missing from Education, Child Sexual Exploitation, FGM and Preventing Radicalisation (Prevent).

PERSONAL USE OF SOCIAL MEDIA

- Occasional personal use of social media during working hours is permitted so long as it does not interfere with your employment responsibilities or productivity and complies with this policy.
- You must avoid making any social media communications that could damage Doha College's business interests or reputation, even indirectly.
- You must not use social media to defame or disparage Doha College, our staff, students, parents/carers or any third party; to harass, bully or unlawfully discriminate against students, parents/carers, staff or third parties; to make false or misleading statements; or to impersonate colleagues or third parties.
- You must not express opinions on our behalf via social media, unless expressly authorised to do so by your manager. You may be required to undergo training in order to obtain such authorisation.
- You must not post comments about sensitive business-related topics, such as our performance, or do anything to jeopardise our trade secrets, confidential information, and intellectual property.

- You must not accept students or their parent/carers as friends or use social media to send any personal messages to them directly or indirectly. Never enter into social media dialogue with parent/carers or similar over a school related issue, the correct grievance procedures should be followed at all times. Personal communication could be considered inappropriate and unprofessional and may put you and/or your colleagues vulnerable to allegations.
- You are strongly advised not to be friends (on or offline) with recent students (the potential for colleagues at Doha College to be compromised in terms of content and open to accusations makes the risk not worth taking) and you are also strongly advised not to be friends with students at other schools (on or offline) as this is likely to make you vulnerable to allegations and may be open to investigation. Where a staff member is considering not following this advice, they are required to discuss the matter, and the implications with the Principal or designated safeguarding lead.
- You must not share any personal information with any student (including personal contact details, personal website addresses/social networking site details) and ensure good safeguarding practice.
- Caution is advised when inviting work colleagues to be “friends” in personal social networking sites. Social networking sites blur the line between work and personal lives, and it may be difficult to maintain professional relationships, or it might be embarrassing if too much personal information is known in the workplace.
- You must not post or share photographs of students under any circumstances, with the exception of resharing official Doha College media posts and only then with the photographs and post being kept in context.
- Any suspected misuse of social media must be reported to HR.

GUIDELINES FOR RESPONSIBLE USE OF SOCIAL MEDIA

- You should make it clear in social media postings, or in your personal profile, that you are speaking on your own behalf. Write in the first person and use a personal e-mail address.
- You must be conscious at all times of the need to keep your personal and professional lives separate. You should not put yourself in a position where there is a conflict between your work for Doha College and your personal interests.
- Be respectful to others when making any statement on social media and be aware that you are personally responsible for all communications that will be published on the internet for anyone to see.
- If you disclose your affiliation with us on your profile or in any social media postings, you must state that your views do not represent those of your employer. You should also ensure that

your profile and any content you post are consistent with the professional image you present to the Doha College community and colleagues.

- If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until you have discussed it with your manager. All communication via social networking sites should be made with the awareness that anything said, shown or received could be made available, intentionally, or otherwise, to an audience wider than originally intended (social networking sites are public forums). You are strongly advised, in your own interests, to take steps to ensure as far as possible your on-line personal data is not accessible to anybody who you do not want to have permission to access it. For example, you are strongly advised to check the security and privacy settings of any social networking site you subscribe to and set these to maximum and, where relevant, use strong passwords and change them regularly.
- For further information see the safer internet website <http://www.saferinternet.org.uk>.
- For further information about the safe, secure, and proper use of social media and networking sites, please see <http://www.childnet.com/resources/social-networking-aguide-for-teachers-and-professionals>.
- If you see social media content that disparages or reflects poorly on Doha College, you must contact the Principal or report it to HR.

BUSINESS USE OF SOCIAL MEDIA

There are many legitimate uses of social media within the curriculum and to support student learning. There are also many possibilities for using social media to enhance and develop students' learning.

- There must be a strong pedagogical or business reason for creating official school social media sites. Staff must not create sites unnecessarily or for trivial reasons which could expose Doha College to unwelcome publicity or cause reputational damage. As a guideline, we would expect accounts to be limited to one "faculty" account and one individual staff member account per social media provider. Staff should remember that the greater the number of accounts the greater the risk to Doha College of those accounts being "hacked".

When using social media for educational purposes, the following practices must be observed:

- Fill in Social Media Site Creation Approval Form (Appendix 1) and submit to Marketing and Communications for approval.
- Doha College social media account 'Usernames' and "handles' must be easily identifiable and consistent. (@DCScienceDept) OR

- Marketing can create the social media account and hand over the login details.
- Marketing must have the login details and access to all Doha College departments social media accounts.
- For no reason must students be given login details to Doha College social media accounts. For example: House accounts.
- Staff should set up a distinct and dedicated social media site or account for educational purposes. This should be entirely separate from any personal social media accounts held by that member of staff, and ideally must be linked to an official school email account.
 - The URL and identity of the site should be notified to the appropriate Line Manager or a member of the Leadership Team before any account is activated.
 - The current password or login details for all social media accounts must be provided to IT who will retain a record of such information.
 - The content of any Doha College-sanctioned social media site should be solely professional and should reflect well on Doha College.
- Staff must ensure that Doha College has parent/carer consent to use, post or publish a photograph or video image of the student. Please see 1.37 below in respect of parent/carer consent.
- Staff must ensure that they do not identify a student using their full name. Only first/forenames or initials may be used without express parent/carer permission.
- Care must be taken that any links to external sites from the account are appropriate and safe.
- Any inappropriate comments on or abuse of Doha College social media must immediately be removed and reported to a member of the Leadership Team or HR.
- Staff should not engage with any direct messaging of students through social media where the message is not public.
- Staff should not seek to view/link up with /view student accounts. For example, in the case of Twitter, staff should not “follow back” those who follow, share or like Doha College comments/posts.
- The use of social media for business purposes is subject to the remainder of this policy

PARENT/CARER CONSENT

- Each academic year parents/carers are asked whether they give their permission for Doha College to use photographs and video images of their child for school related purposes. Parents/carers have the right to withdraw this consent at any point.
- The Marketing Department retains a list of those parents/carers who have objected to or who have placed any restrictions or limitations on the use of images of their child. Staff should familiarise themselves with the names of the students on that list. It is a disciplinary offence to use, post or publish a photograph or video image of a student contrary to the instructions of their parent/carer.

Monitoring

- We reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including but not limited to social media postings and activities, to ensure that our rules are being complied with and for legitimate business purposes and you consent to such monitoring by your use of such resources and systems.
- In the event of any member of staff noticing anything detrimental to the reputation of Doha College they must not reply in person but immediately pass on the information to the Principal.
- For further information, please refer to our Interest Acceptable Use Policy.

RECRUITMENT

We may use social media to advertise vacancies within Doha College. Such advertisements will be prepared and posted by HR.

BREACH OF THIS POLICY

Breach of this policy may result in disciplinary action up to and including dismissal. Any member of staff suspected of committing a breach of this policy will be required to cooperate with our investigation, which may involve handing over relevant passwords and login details.

You may be required to remove any social media content that we consider to constitute a breach of this policy. Failure to comply with such a request may result in disciplinary action.

APPENDIX 1 – SOCIAL MEDIA SITE APPROVAL FORM

Creating or use of any social media on behalf of Doha College must be approved and set up by the Marketing Department. Please complete this form and forward it to the Head of Marketing and Communications.

TEAM DETAILS					
Department					
Name of author					
Author's line manager					
What social media site will you be creating? (Please tick)	Facebook (Page OR group)	Twitter Account	YouTube	Instagram	Other (name)
Proposed name/URL					
PURPOSE OF SETTING UP SOCIAL MEDIA SITE (S) (please describe why you want to set up this site and the content of the site)					
PROPOSED AUDIENCE OF THE SITE. Please tick all that apply.					
<input type="checkbox"/> Doha College students (provide age range) <input type="checkbox"/> Doha College staff <input type="checkbox"/> Students' family members <input type="checkbox"/> Students from other schools (provide names) <input type="checkbox"/> External organisations <input type="checkbox"/> Members of the public <input type="checkbox"/> Others; please provide details					

ADMINISTRATION OF THE SITE

Names of administrators (the site must have at least two approved administrators)	
Who will vet contributions? E.g., Line Manager (staff request) or teacher (student request)	
Proposed date of going live	
Proposed date for site closure if applicable	
What security measures will you take to prevent unwanted or unsuitable individuals/comments on the site?	

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

Line Manager: I approve the aims and content of the proposed site.	Name	
	Signature	
	Date	
Head of Marketing and Communications: I approve the aims and content of the proposed site and the use of school brand and logo.	Name	
	Signature	
	Date	
Principal	Name	
	Signature	
	Date	

Process

Once approved, the Marketing Department will set up your account and share the URL, username, and password. The Marketing Department is the only one authorised who can set up any social media accounts relevant or affiliated to Doha College.

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About Doha College

Vision

To enable personal growth, instil a passion for learning and create aspirational minds.

Mission

With the growth-mindset philosophy of High Performance Learning, we develop confidence, creativity and intellectual curiosity in a safe, caring and inclusive environment for our students to make a lasting contribution to global society.

Core Values

Excellence and diligence
Respect and Integrity
Commitment and Accountability
Perseverance and Honesty
Fun and Enjoyment
Challenge and reward

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