



Oak Hill Academy West London

an Aspirations Academy

Ashford Road, Feltham, Middlesex, TW13 4QP
Tel: 020 8890 4560 Email: office@oakhill-aspirations.org

Social Networking Policy



Date: July 2020

Reviewed: July 2021

Principal: Mrs Rachael Saim

Vice Principal: Miss Laura Taylor

Oak Hill Academy Social Networking Policy

Academy Principles:

This policy relates to social networking activities such as:

- Blogging (writing personal journals to publicly accessible internet pages),
- Social networking sites such as Facebook, Myspace or Bebo and others
- The posting of material, images or comments on websites such as YouTube
- Online discussion forums
- Collaborative spaces
- Media sharing
- 'Microblogging' applications such as Twitter
- MSN
- Virtual worlds.

The dangers inherent in these activities include:

- Potential negative effect on the academy's reputation or image.
- Compromising the academy's commitment to safeguarding children
- Breaching academy confidentiality procedures.
- Staff grievances leading to disciplinary cases.
- Academy leaders and governors are exposed to legal risks

This policy has been written to set out the key principles and staff code of conduct with the use of social networking sites. Its aim is to protect staff from allegations and misuse of social networking forums.

Staff Procedures:

1. All staff have a responsibility to ensure that they protect the reputation of the academy, and treat colleagues and members of the academy community with professionalism and respect.
2. It is important to protect all staff and members of our community from allegations and misinterpretations which can arise from the use of social networking sites.
3. Safeguarding children is a key responsibility of all members of staff and it is essential that staff act responsibly if they are using social networking sites out of academy.
4. Anyone working in the academy either as a paid employee or volunteer must not communicate with children via social networking.
5. Blogging and accessing social networking sites at work using academy equipment is not permitted.
6. Using your work email address for personal online shopping, managing accounts not linked to school/work business is not permitted
7. What's App is encrypted but is not deemed safe to use for school business. No children's names/ work or photos is permitted and What's App is not to be used for school business in replacement of emails, ie: school business discussions, team planning meetings, union meetings etc.
8. Facebook is not to be used for signing petitions or sharing and publicly agreeing to anything which would compromise your professional reputation or that of the school.
9. The use of the academy's name, logo, or any other published material without written prior permission from the Principal is not allowed.
10. No communications irrespective of their anonymity should be shared that relate to any specific event, protocol, pupil or person at Academy.
11. All information shared through social networking applications, even via private spaces is subject to copyright, data protection and Freedom of Information legislation & the Safeguarding Vulnerable Groups Act 2006.
12. Academy staff must not invite, accept or engage in communications with parents or children from the academy community to any personal social networking sites.
13. Any communication received from children to Academy Representatives must be immediately reported to the Principal – Designated Safeguarding Lead, and procedures for safeguarding followed.
14. If an Academy Representative is made aware of any other inappropriate communications involving any child and social networking, these must be reported immediately as above.
15. Academy internet policy must be followed at all times when children use ICT and access the internet in academy.

Academy Action:

Breach of this policy could result in:

- Staff being suspended.
- The closure of any applications or removal of content which may adversely affect the reputation of

the Academy or put it at risk of legal action.

- Misconduct or gross misconduct procedures to which the Academy Dismissal and Disciplinary Policies apply.