

# ITALIA CONTI CHISLEHURST

## SOCIAL MEDIA POLICY

### INTRODUCTION

#### DEFINITION OF SOCIAL MEDIA

Social media is a type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum. This includes online social forums such as Twitter, Facebook and LinkedIn. Social media also covers blogs and video- and image-sharing websites such as YouTube and Flickr. There are many more examples of social media that can be listed here and this is a constantly changing area.

While recognising the benefits of this medium for new opportunities of communication, this policy sets out the principles that staff, pupils and all associated with ITALIA CONTI CHISLEHURST are expected to follow when using social media.

The principles set out in this policy are designed to ensure that the use of social media is responsibly undertaken and that confidentiality of pupils, students and employees and the reputation of Italia Conti Chislehurst are safeguarded.

All members of the Italia Conti Chislehurst community must be conscious at all times of the need to keep their personal and professional lives separate.

#### SCOPE

This policy applies to the Italia Conti Chislehurst, its pupils, & parents & wider social community to all employees whether, employed directly by Italia Conti Chislehurst or are self employed industry related visiting professionals, external contractors who provide services on behalf of Italia Conti Chislehurst trainees, volunteers and other individuals who may provide services on behalf of the Associate Schools. These individuals are collectively referred to as 'staff members of Italia Conti Chislehurst

**Under no circumstances may ITALIA CONTI logos, crests, typefaces or brands be used or published on any personal web space or on any online, or offline medium without prior consent, these are registered trademarks, patents and the intellectual property of ITALIA CONTI.**

This policy applies to personal use of social media as well as the use of social media for official Italia Conti purposes, including sites hosted and maintained on behalf of Italia Conti Chislehurst.

This policy applies to personal webspace such as social networking sites (for example) *facebook, my space, blogs*, microblogs such as *twitter, chatooms, forums, podcasts*, and open access online

encyclopaedias such as *Wikipedia* social bookmarking sites such as *del.icio.us* and content sharing sites such as *flickr* and *you tube*. The internet is a fast moving technology and it is impossible to cover all the circumstances or emerging media – the principles set out in this policy must be followed irrespective of the medium.

## **LEGAL FRAMEWORK**

The Italia Conti Chislehurst is committed to ensuring that all staff members provide confidential services that meet the highest standards. All individuals working on behalf of the Italia Conti Chislehurst are bound by a legal duty of confidence and other laws to protect the confidential information they have access to during the course of their work. Disclosure of confidential information on social media is likely to be a breach of a number of laws and professional codes of conduct, including: the Human Rights Act 1998 Common Law duty of confidentiality and the Data Protection Act 1998.

Users should also be aware that other laws relating to libel, defamation, harassment and copyright may apply to information posted on social media.

## **RELATED POLICIES**

- Safeguarding Policy
- Code of Conduct
- New Technologies

All policies can be found on the Website or forwarded upon request.

## **PRINCIPLES – BE RESPONSIBLE AND RESPECTFUL**

Users must be conscious at all times of the need to keep to personal & professional lives separate. They should not put themselves in a position where there is a conflict between your work for the Italia Conti Chislehurst and your personal interests.

- Users should not engage in activities involving social media which might bring Italia Conti into disrepute;
- Users must NOT present personal views as those of the Italia Conti Chislehurst on any social medium;
- Users should not discuss personal information about other, pupils, staff and the wider Italia Conti community they interact with on any social media:
- Users should not use social media and the internet in any way to attack, insult, abuse or defame pupils, their family members, schools, other professionals, other organisations or the Italia Conti Academy of Theatre Arts or its Associates schools.

## **PERSONAL USE OF SOCIAL MEDIA**

Pupils, staff and members of the wider community should not identify themselves as members of Italia Conti Chislehurst in their personal web-space, unless specifically linked to an approved job

role within the Italia Conti community where it serves a purpose to professionally market the school. This is to prevent information being linked with Italia Conti and to safeguard the privacy of staff members, pupils and parents and the wider community.

Pupils should not have contact through any personal social medium with any member of staff whether from Italia Conti or any other school, other than those mediums approved by the Principal/proprietor, unless the staff concerned are family members.

Information staff members and pupils obtain in the course of their involvement with Italia Conti must not be used for personal gain nor passed on to others who may use it in the same way. Staff members must not have any contact with pupils' family members through personal social media if that contact is likely to constitute a conflict of interest or call into question their objectivity.

Information that pupils and members of the wider Italia Conti community have access to as part of their involvement and association with Italia Conti Chislehurst, including personal information, should not be discussed on their personal web space.

If pupils and parents and wider members of the community wish to communicate with members of staff they should only do so through official school sites created for this purpose.

Photographs, videos or any other type of image of pupils and their families or images depicting staff members, clothing with school logos or images identifying school premises should not be published on personal or public web space without permission from Italia Conti Chislehurst

Pupils, students and the wider Italia Conti community should not post images or videos from school events i.e. classes, rehearsals, and performances on any public social media site. This may be an infringement of copyright laws. Images taken at school events, when such permission has been granted by Italia Conti are for the sole and private use of that individual and their use must be in accordance with the Data Protection Act 1998.

Staff members must decline the 'friend requests' they receive from current pupils in their personal social media accounts. This refers to Italia Conti's professional code of conduct as stated in the terms of employment.

All staff, parents, pupils and members of the wider community are strongly advised to ensure that they set the privacy levels of their personal sites as strictly as they can and to opt of public listings on social networking sites to protect their own safety.

## **USING SOCIAL MEDIA – ITALIA CONTI**

Pupils, students should only use official Italia Conti sites for communicating with staff, or with other pupils & students to communicate with one another for the purpose of educational context.

The principal has full responsibility for running Italia Conti Chislehurst official website, Facebook, Flickr, Twitter and You Tube sites. Unless specifically authorised by the Principal, no other social media platforms may be set up by any member of staff, pupil or parent that may be associated and recognised as Italia Conti Chislehurst

## **BREACHES OF THIS POLICY**

Any breach of this policy that leads to a breach of confidentiality, defamation or damage to the reputation of Italia Conti Chislehurst or any legal acts or acts that render Italia Conti liable to third parties may result in legal action, disciplinary action or sanctions in line with the rules and regulations of Entry for pupils and terms of employment.