



Gulf British Academy

Social Media Policy

Whole School

Introduction

Social media and social networking sites play an important role in the lives of many people. We recognise that websites bring risks, but equally there are many benefits to be reaped. This policy gives clarity to the way in which social media/mobile phones are to be used by visitors, parents and school staff at Gulf British Academy. It will also provide guidance for parents.

Use of social networking by staff in a personal capacity

It is possible that a high proportion of staff will have their own social media accounts. It is important for them to protect their professional reputation by ensuring that they use their personal accounts in an appropriate manner.

- Under no circumstances should staff add current pupils to their 'friends' on social media. If any ex-pupils are added, the Head of School must be notified and your relationship with them must be discussed.
- Staff are strongly advised not to add parents as 'friends' into their personal accounts.
- Under no circumstances should staff share or upload student photos online other than via school owned social media accounts.
- Staff must not post comments about the school, pupils, parents or colleagues that could cause conflict.
- Under no circumstances should staff use social networking sites for personal use within lesson times.

- Staff should only use social networking in a way that does not conflict with the current National Teacher's Standards for the UK. Staff should be aware of the professional nature of their career and act accordingly on social media.
- Staff should review and adjust their privacy settings to give them the appropriate level of privacy and confidentiality.
- Staff must ensure that confidentiality is maintained on social media even after they leave the employment of the school.
- Inappropriate use by staff should be referred to the Head of School in the first instance and may lead to disciplinary action.

Parents and Carers

Comments posted by parents/carers (also refer to our Parent Conduct Policy)

Parents and carers are reminded of their responsibilities regarding their use of social networking. Methods of school communication include the school WhatsApp group, the website, newsletters, letters, emails and verbal discussion.

- Parents must not post pictures of pupils, other than their own children, on social networking sites where these photographs have been taken at a school event.
- Parents should make complaints through official school channels rather than posting them on social networking sites.
- Parents should not post malicious or fictitious comments on social networking sites about any member of the school community or the school as a whole. Please note that this is illegal in Kuwait and can result in criminal action being taken.

School policies and documents provide further information regarding appropriate channels of communication and means of resolving differences of opinion.

Effective communication following principles of mutual respect is the best means of ensuring the best learning experiences for children.

Reviewed: September 2019
To be reviewed: Annually by September
Responsibility: Senior Leadership Team