



Social Media Policy & E- Safeguarding Staff & Student Guidance

Introduction

Social Media is a fast growing phenomenon and popular providers include: Facebook, Twitter, LinkedIn, Google+. This communication medium has created increased opportunity for media communications that have an impact upon ISE Brighton.

ISE Brighton has clear guidelines and policies regarding other aspects of its operations. However, these do not explicitly cover the usage of social media.

It should be noted that this policy will be reviewed periodically and may change at any time without notice, in line with technological updates. Staff and students can access the latest version of the policy on the ISE Brighton website.

Aims & Objectives

The purpose of this Social Media Policy and guidelines is:

To encourage good practice

To protect the school, its staff, students, partner organisations and clients

To clarify where and how existing policies and guidelines apply to social media

To promote effective and innovative use of social media as part of the school's activities

Responsibilities

It is the responsibility of staff to read and act in accordance with the principles of this policy and guidelines and they should regularly check the website for any minor updates to documents.

It is the responsibility of students and staff to read and act in accordance with the rules and guidelines set out by individual Social Media, Social Networking and Website Hosting companies and providers.

ISE Brighton will ensure this policy and guidelines are accessible to staff and incorporated in induction information. ISE Brighton will periodically review and update the policy and guidelines and any other associated policy and guidelines. Staff and students will be notified of any significant changes.

ISE Brighton staff monitor our own references to the school, the staff and students on our own Social Media platforms to ensure comments are accurate, non-offensive and relevant.

Responsibilities of students on personal internet presence

Staff and students should respect the privacy and the feelings of others, take effective precautions when utilising social networking sites to ensure their own personal safety and to protect themselves against identity fraud.

Staff and students must not include contact details or photos of other students or staff without their permission.



Intensive School of English and Business Communication
34 Duke Street, Brighton, East Sussex, BN1 1BS, UK
Tel: +44 (0) 1273 384800 / 700666
E-mail: info@isebrighton.com Web: www.isebrighton.com

Any posts/ queries from prospective students in relation to application processes should be forwarded to ISE reception to be dealt with in a formal manner i.e. NOT on social media. Staff and students need to consider intellectual property rights, copyright and ownership of data when using social media.

Individuals should exercise caution when interacting with, and responding to, potentially contentious posts on social media sites.

ISE Brighton will continually review the use of social media and may modify its policies should the status of particular social media sites change e.g. if charges are introduced, changes made to the way content is used, terms of use are changed, if a site closes down or a new service begins.

ISE Brighton will not tolerate the access, dissemination, distribution, re-posting or re-tweeting of any content that glorifies, incites or otherwise supports any terrorist organisation, or any organisation that seeks to spread a message in conflict with the school principles of equality.

Any student who is found to have accessed any such material using school computers or their own phone or computer equipment will immediately be suspended from the school pending further enquiries and all details passed to the relevant authorities.

Students with questions about suitability of any content must refer to school staff at reception or the Welfare Officer.

ISE Staff who suspect any student of accessing content in breach of this policy should report the incident as soon as practically possible to the Managing Director.



E- Safeguarding

Electronic Contact with U18

Staff are expected to maintain the same professional distance and protocols in any electronic contact (including telephone communications such as texting and on-line environments in social media such as Facebook, Twitter, Instagram and any other similar platform) with children as they would in usual day-to-day situations.

The following directions apply to all members of staff:

- do not initiate electronic contact with any child or person under 18.
- in a situation when a child contacts you electronically, remember to be friendly, professional and neutral. When a child seeks to establish an inappropriate personal relationship, inform your employer and send a copy of any and all relevant communications.
- avoid situations that involve the exchange of professional information.
- if a child confides sensitive information to you electronically, such as details of abuse, react as shown in the Safeguarding Policy and inform the Safeguarding Officer as soon as practically possible.

E- Duty of Care

Staff must also be aware that children under 18 and vulnerable adults may not be aware of the inherent risks in using the Internet and particularly social media. These risks include, but are not limited to;

Risk of identity theft

Risk of fraud or other method of extracting money under false pretences

Risk of Phishing to compromise user names and passwords

Risk of virus attacks and Trojan horses to steal data or disable equipment

Risk of grooming for sexual, ideological or other reasons

Inappropriate sharing of personal data for whatever reason

Cyber-bullying: Examples of cyber-bullying include mean text messages or emails, rumours sent by email or posted on social networking sites, and embarrassing pictures, videos, websites, or fake profiles.

All staff are asked to assist as much as possible when in the classroom and using the computer room, to teach and warn all students about the risks of using the Internet. All staff are also asked to look after students using the internet and social media, as far as possible, to minimise the risks to them.

Revised August 2020