



# KING'S BRUTON

(Comprising King's School, Bruton and Hazlegrove – "the School")

## SOCIAL MEDIA POLICY

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This is a combined policy that applies to King's School, Bruton, Hazlegrove Preparatory School and Sunny Hill Nursery.

The School accepts that social media and networking websites have become a regular part of everyday life and that many people enjoy membership of sites such as Facebook, LinkedIn, WhatsApp, Instagram or X (formerly Twitter). However, the School is also aware that these sites can become a negative forum for complaining or gossiping and care must be taken not to breach confidentiality or offend anyone when using these services.

### GENERAL INFORMATION

The following policy has been designed to give staff clear guidelines as to what the School expects of them when accessing these sites.

The absence of, or lack of, explicit reference to a specific website or service does not limit the extent of the application of this policy.

Where no policy or guidelines exist, employees should use their professional judgment and take the most prudent action possible. Consult with the Headmaster or the Bursar if you are uncertain.

### GUIDANCE FOR PERSONAL USE

If you have your own personal profile on a social media website, you should make sure that others cannot access any content, media or information from that profile that (a) you are not happy them to have access to, and (b) which would undermine your position as a professional, trusted and responsible person.

When using social media sites, staff members should consider the following:

- Changing the privacy settings on your profile so that only people you have accepted as friends can see your content.
- Reviewing who is on your 'friends list' on your personal profile. In most situations

you should **not** accept friend requests on your personal profile from ‘clients’ you work with (this includes pupils, parents, etc.).

- Ensuring personal blogs have clear disclaimers that the views expressed by the author are theirs alone and do not represent the views of the School. Make your writing clear that you are speaking for yourself and not on behalf of the School.
- Ensuring information published on the Internet complies with the School’s Privacy Notice, Data Protection and ICT Acceptable Use policies. Breach of confidentiality or the School’s policies may result in disciplinary action.
- Ensuring you are always respectful towards:
  - The School.
  - Other staff members.
  - Parents and pupils.
  - Other schools or local organisations or any other part of the wider School community.

Staff should be aware that any disrespectful comments to the above might be seen as libellous and could result in disciplinary action.

- The School logos, hash tags and other trademarks (such as Boarding House names) may not be used without written consent from the Marketing Manager.
- Be aware that your actions captured via images, posts or comments online can reflect on the School.

## USE OF OFFICIAL ACCOUNTS

The School and related parties such as the Boarding Houses, Sport and Academic Departments, and the Friends operate a number of accounts on social media channels for the promotion of activities and events, and as a communication method. The following outlines the limits of their use.

- An official account on any social media website may only be set-up with written consent from the Headmaster.
- Only authorised staff may use these accounts to post online and access to the account should be strictly limited.
- All information published on the Internet must comply with the School’s Privacy Notice, Data Protection, CT Acceptable Use and Taking Storing Using Images of Pupils policies.
- Parents or children should only be referenced online in accordance with the Privacy Notice. This includes all photos, videos and other media.
- Copyright laws must be respected, with references or sources cited appropriately.
- Any employee who becomes aware of social networking activity that would be deemed distasteful should make the Headmaster or the Bursar aware as soon as possible.

All staff using official accounts must adhere to the above guidelines. A breach of this policy may result in disciplinary action.