

CAMBRIDGE HOUSE GRAMMAR SCHOOL

PUBLICITY AND MEDIA POLICY 2017

Introduction

Whilst recognising the benefits of a range of media including social media for promoting the school and celebrating the success of individual and whole school performance, this policy sets out the principles that Cambridge House Grammar School Staff and Governors are expected to follow when using media including social media.

It is crucial that pupils, parents, staff and members of the public have confidence that publicity about the school present an honest, fair and accurate representation about the school. The principles set out in this policy are designed to ensure that members of staff and Governors use media responsibly so that confidentiality of pupils and other staff and the reputation and ethos of the school are safeguarded.

Staff members and Governors must be conscious at all times of the need to keep their personal and professional lives separate.

Scope

This policy applies to Cambridge House Grammar School, its Governors, all teaching and support staff, whether employed directly by the Education Authority or external teachers providing services on behalf of other training organisations, student teachers and other trainees, volunteers and other individuals who work for or provide services on behalf of the school. These individuals are collectively referred to as 'staff members' in this policy.

This policy covers personal personal use of social media as well as traditional forms of media such as television, newspaper and radio and the use of social media for official school purposes, including sites hosted and maintained on behalf of the school.

Legal Framework

Cambridge House Grammar School is committed to ensuring that all staff members provide confidential services that meet the highest standards. All individuals working on behalf of the school 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 any form of media is likely to be a breach of a number of laws and professional codes of conduct, including:

- The Human Rights Act 1998;
- The Data Protection Act 1998.

Confidential information includes, but is not limited to:

- Person-identifiable information, e.g. pupil and employee records protected by the Data Protection Act 1998;
- Information divulged in the expectation of confidentiality;
- School business or Education Authority records containing organisationally or publically sensitive information;
- Politically sensitive information.

Related Policies

This policy should be read in conjunction with the following school policies:

- Staff Code of Conduct;
- Behaviour for Learning Policy;
- IT Acceptable User Policy.

Principles – Be Professional, Responsible and Respectful

Staff and Governors must be conscious at all times of the need to keep their personal and professional lives separate. Staff and Governors should not put themselves in a position where there is a conflict between their work for the school and their personal interests, religious and political views.

Staff and Governors must not engage in activities involving any medium which might bring Cambridge House Grammar School into disrepute.

Staff and Governors must not represent their personal views as those of Cambridge House Grammar School on any medium.

Staff and Governors must not discuss personal information about pupils or Cambridge House Grammar School staff and other professionals they interact with as part of their job or role as Governor on any medium.

Staff and Governors must not use any form of media including social media and the internet in any way to attack, insult, abuse or defame Cambridge House Grammar School, its pupils, their family members, colleagues, other professionals or other organisations associated with the school.

Staff and Governors must be accurate, fair and transparent when creating or altering online sources of information on behalf of Cambridge House Grammar School.

Rules for use of Social Media for Cambridge House Grammar School Staff and Governors

- No member of staff or school governors should interact with any pupil in the school on social networking sites;
- No member of staff or school governors should interact with any ex-pupil in the school on social networking sites who is under the age of 18. This means that no staff or school governors should request access to a pupils' area on a social networking site. Neither should he/she permit the pupil access to the staff members' area (e.g. by accepting them as a friend);
- Where family and friends have pupils in school and there are legitimate family links, please inform the Principal in writing. However, it would not be appropriate to network during the working day on school equipment or any personal mobile devices;
- It is illegal for an adult to network by giving their age and status as a child;
- Do not discuss or advise on any matters relating to school, staff, pupils or parents/carers;
- Never discuss confidential details of any engagement;
- Staff, governors, pupils and parents/carers should not be cited or obviously referenced. Never identify Cambridge House Grammar School staff or governors without prior consent and never identify a pupil or parent/carer;
- If you have any evidence of pupils or adults using social networking sites in the working day, please contact the Designated Teacher for Child Protection in school.

Rules for engaging in publicity via any media including radio, television and newspaper

The public in general, and Cambridge House Grammar School staff, governors, pupils, parent/carers reflect a diverse set of customs, values and points of view. Do not say anything contradictory or in conflict with the Cambridge House Grammar School ethos.

Governors consider the following examples to be inappropriate uses of social networking sites or other forms of media (this list is non-exhaustive and intended to provide examples only):

- Naming pupils or posting any comments about pupils who attend the school;
- Making an allegation about staff or anyone else connected with the school;
- Making racist comments;
- Making negative or offensive comments about staff or any other individual connected to the school;
- Making comments which threaten violence or which could be interpreted as a 'hate-crime';
- Making any post on social media that could be deemed to be cyber bullying;
- Making complaints about the school or the staff at the school;
- Publishing content which may result in actions for defamation, discrimination, breaches of copyright, data protection or other claim for damages;
- Publishing content of an illegal, sexual or offensive nature that may bring the school into disrepute
- Publishing content which threaten violence.

Use your best judgement and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of Cambridge House Grammar School. Staff and governors should not identify themselves as a representative of Cambridge House Grammar School.

Signed: Chair of Board of Governors

Signed: Principal

Date