



**BRADFORD ACADEMY
TRUST**

Responsibility | Respect | Resilience



Our Vision
RESPONSIBILITY
RESPECT
RESILIENCE

**A shining light in our
community**

You are the light of the world. A city
on a hill cannot be hidden. - Matthew
5:14b

Social Media Policy

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Related Documents		
Guidance		
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1. About this policy

- 1.1 This policy is in place to minimise the risks to our Academy through use of social media.
- 1.2 This policy deals with the use of all forms of social media, including, Facebook, LinkedIn, Twitter, Instagram, Whatsapp, TikTok, Snapchat and all other social networking sites, internet postings, blogs and chat apps. It applies to use of social media for business purposes as well as personal use that may affect our Academy in any way, both on Academy premises and in employee's own time.
- 1.3 This policy covers all employees, officers, consultants, contractors, volunteers, casual workers and agency workers.
- 1.4 This policy ensures the Governing Body maintains its duty to safeguard children, the reputation of the Academy and those who work for it and the wider community.
- 1.5 This policy does not form part of any employee's contract of employment and we may amend it at any time.
- 1.6 References to "learners" throughout this policy shall mean students other than the staff member's own child or relation.

2. Personnel responsible for implementing the policy

- 2.1 Our Governing Body has overall responsibility for the effective operation of this policy, but has delegated day-to-day responsibility for its operation to the Executive Principal and the Senior Leadership Team (SLT).
- 2.2 Responsibility for monitoring and reviewing the operation of this policy and making recommendations for change to minimise risks lies with SLT who will review this policy annually to ensure that it meets legal requirements and reflects best practice.
- 2.3 Managers have a specific responsibility for operating within the boundaries of this policy, ensuring that all staff understand the standards of behaviour expected of them and taking action when behaviour falls below its requirements.
- 2.4 All staff are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media should be reported to HR. Questions regarding the content or application of this policy should be directed to HR.

3. Compliance with related policies and agreements

- 3.1 Social media should never be used in a way that breaches any of our other policies. If an internet post would breach any of our policies in another forum, it will also breach them in an online forum. For example, you are prohibited from using social media to:
- (a) breach our IT policies and procedures;
 - (b) breach our Code of Conduct;
 - (c) breach our Disciplinary Policy or procedures;
 - (d) breach our Anti-bullying Policy;
 - (e) breach our Equal Opportunities Policy;
 - (f) breach our Data Protection Policy (for example, never disclose personal information about a colleague or student online);
 - (g) breach any other laws or regulatory requirements.
- 3.2 Staff who breach any of the above policies will be subject to disciplinary action up to and including termination of employment.
- 3.3 Staff should never provide references for other individuals on social or professional networking sites, as such references, positive and negative, can be attributed to the organisation and create legal liability for both the author of the reference and the organisation. Further information about the provision of references can be found in our Reference Policy.
- 3.4 Staff must make themselves aware of and act in accordance with their duties under the DfE statutory guidance *Keeping Children Safe* as these relate to:
- o their own on-line activity
 - o the on-line activity of learners and other colleagues and
 - o information of which they become aware on-line

including their duties relating to Children Missing from Education, Child Sexual Exploitation, FGM and Preventing Radicalisation (Prevent).

4. Personal use of social media

- 4.1 Occasional personal use of social media during working hours is permitted so long as it does not involve unprofessional or inappropriate content, does not interfere with your employment responsibilities or productivity and complies with this policy. **Staff should never be on social media when teaching or supervising children.**
- 4.2 You must avoid making any social media communications that could damage our business interests or reputation, even indirectly.
- 4.3 You must not use social media to defame or disparage us, our staff, learners, parents/carers or any third party; to harass, bully or unlawfully discriminate against learners, parents/carers, staff or third parties; to make false or misleading statements; or to impersonate colleagues or third parties.
- 4.4 You must not express opinions on our behalf via social media, unless expressly authorised to do so by your manager. You may be required to undergo training in order to obtain such authorisation.
- 4.5 You must not post comments about sensitive business-related topics, such as our performance, or do anything to jeopardise our trade secrets, confidential information and intellectual property.
- 4.6 Those working with children have a duty of care and are therefore expected to adopt high standards of behaviour to retain the confidence and respect of colleagues and learners both within and outside of school. They should maintain appropriate boundaries and manage personal information effectively so that it cannot be misused by third parties for 'cyber-bullying', for example, or identity theft.
- 4.7 Staff should not make 'friends' or follow learners (or recent learners) of the school because this could potentially be construed as 'grooming', nor should they accept invitations to become a 'friend' of any pupils (the potential for colleagues at the Academy to be compromised in terms of content and open to accusations makes the risk not worth taking). Staff should keep all communications with pupils transparent and professional. Messages or post comments should not be sent on learners' social media or via 'direct messages'. **Staff should only use the school's systems for communications with learners.**
- 4.8 Colleagues at the Academy are also strongly advised not to be friends with learners at other schools (on or off line) as this is likely to make them vulnerable to allegations and may be open to investigation by the Academy or police. Where a colleague is considering not following this advice, they are advised to discuss the matter and the implications with the Executive Principal, a member of Senior Leadership Team or the designated safeguarding leaders.
- 4.9 Staff should also carefully consider the contact they have with a pupil's family members because this may give rise to concerns over objectivity and/or impartiality. All communication should follow the guidance in this policy and remain professional.
- 4.10 When joining the school, new employees will be asked to check any information they have posted on social media sites and remove any post that could cause embarrassment or offence.
- 4.11 You must not share any personal information with any student (including personal contact details, personal website addresses/social networking site details) and ensure good safeguarding practice.
- 4.12 Caution is advised when inviting work colleagues to be "friends" in personal social networking sites. Social networking sites blur the line between work and personal lives and it may be difficult to maintain

professional relationships or it might be just too embarrassing if too much personal information is known in the work place.

- 4.13 You must not post or share photographs of learners under any circumstances on personal social media.
- 4.14 Any misuse of social media should be reported to HR.

5. Guidelines for responsible personal use of social media

- 5.1 You should make it clear in social media postings, or in your personal profile, that you are speaking on your own behalf. Write in the first person and use a personal e-mail address.
- 5.2 You must be conscious at all times of the need to keep your personal and professional lives separate. You should not put yourself in a position where there is a conflict between your work for the Academy and your personal interests.
- 5.3 Be respectful to others when making any statement on social media and be aware that you are personally responsible for all communications which will be published on the internet for anyone to see.
- 5.4 If you disclose your affiliation with us on your profile or in any social media postings, you must state that your views do not represent those of your employer. You should also ensure that your profile and any content you post are consistent with the professional image you present to the Academy community and colleagues.
- 5.5 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until you have discussed it with your line manager. All communication via social networking sites should be made with the awareness that anything said, shown or received could be made available, intentionally or otherwise, to an audience wider than that originally intended (social networking sites are public forums). You are strongly advised, in your own interests, to take steps to ensure as far as possible that their on-line personal data is not accessible to anybody who they do not want to have permission to access it. For example, you are strongly advised to check the security and privacy settings of any social networking site you subscribe to and set these to maximum and, where relevant, use strong passwords. For further information see the safer internet website <http://www.saferinternet.org.uk/> and the South West Grid for Learning Resources <http://www.swgfl.org.uk/Staying-Safe>
- 5.6 For further information about the safe, secure and proper use of social media and networking sites, please see <http://www.childnet.com/resources/social-networking-a-guide-for-teachers-and-professionals>
- 5.7 If you see social media content that disparages or reflects poorly on us, you should contact your manager or a member of the Senior Leadership Team who will refer to relevant parties.

6. Business use of social media

- 6.1 There are many legitimate uses of social media within the curriculum and to support student learning. For example, the Academy and many of the faculties and individual staff have BA Twitter accounts for the purposes of their employment. There are also many other possibilities for using social media to enhance and develop learners' learning.
- 6.2 There must be a strong pedagogical or business reason for creating official school social media sites. Staff must not create sites unnecessarily or for trivial reasons which could expose the Academy to unwelcome publicity or cause reputational damage. As a guideline, we would expect accounts to be limited to one "faculty" account and one individual staff member account per social media provider. Staff should remember that the greater the number of accounts the greater the risk to the Academy of those accounts being "hacked".
- 6.3 When using social media for educational purposes, the following practices must be observed:
- (a) Staff should set up a distinct and dedicated social media site or account for educational purposes. This should be entirely separate from any personal social media accounts held by that member of staff, and ideally should be linked to an official school email account;
 - (b) The URL and identity of the site should be notified to the appropriate member of the Senior Leadership Team before any account is activated;
 - (c) The current password or login details for all social media accounts must be provided to IT Support who will retain a record of such information;
 - (d) The content of any school-sanctioned social media site should be solely professional and should reflect well on the Academy;
 - (e) **Staff must ensure that the Academy has parent/carers consent to use, post or publish a photograph or video image of learners. Please see paragraph 7 below in respect of parent/carers consent;**
 - (f) **Staff must ensure that they do not identify a student using their full name. Only first/forenames or initials may be used;**
 - (g) Care must be taken that any links to external sites from the account are appropriate and safe.
 - (h) Any inappropriate comments on or abuse of school-sanctioned social media should immediately be removed and reported to a member of the Senior Leadership Team.
 - (i) Staff should not engage with any direct messaging of learners through social media.
 - (j) Staff should not seek to view/link up with learners (or recent learners) accounts. For example, in the case of Twitter, staff should not "follow back" those who follow, nor should they share or like their comments or posts.
- 6.4 The failure to follow the rules set out in clause 6.3 may give rise to disciplinary action.
- 6.5 The use of social media for business purposes is subject to the remainder of this policy.

7. Parent/carers consent

- 7.1 At the start of attendance at Bradford Academy parents/carers are asked to provide consent to the Academy (and thereby its authorised staff) to use photographs and video images of their child for school related purposes. Each academic year parents/carers to review the permission that have previously been given.

- 7.2 The Main Office retains a list of those parents/carers who have objected to or who have placed any restrictions or limitations on the use of images of their child and should be indicated on our MIS system. **Staff should familiarise themselves with the names of the learners on that list as it is a disciplinary offence to use, post or publish a photograph or video image of a learner contrary to the instructions of their parent/carer.**

8. Monitoring

- 8.1 We reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems to ensure that our rules are being complied with and for legitimate business purposes and you consent to such monitoring by your use of such resources and systems. We reserve the right to monitor and review your online footprint, including but not limited to social media postings and activities - it is important that you review your privacy settings regularly.
- 8.2 For further information, please refer to our Email and Internet Acceptable Use policies and our Online Safety policy.

9. Recruitment

- 9.1 We may use social media to advertise vacancies within the Academy. Such advertisements will be prepared and posted by HR.
- 9.2 We may review personal social media accounts for current or prospective staff during the recruitment process.

10. Breach of this policy

- 10.1 Breach of this policy may result in disciplinary action up to and including dismissal. Any member of staff suspected of committing a breach of this policy will be required to co-operate with our investigation, which may involve handing over relevant passwords and login details.
- 10.2 You may be required to remove any social media content that we consider to constitute a breach of this policy. Failure to comply with such a request may result in disciplinary action.