



## SOCIAL MEDIA POLICY & GUIDELINES

The following document is to be used in conjunction with the terms and conditions of MAGO's Computer Science

The document gives interpretations for current forms of communication. Interactive technology is fast moving and it is impossible to cover all circumstances. However, the principles set out in this document should always be followed.

MAGO recognizes that digital social networking is extremely popular and acknowledges the right of employees to freedom of expression. Whilst employees are encouraged to recognize and make use of the obvious benefits to learning of interactive technology, they must also be aware of the potential legal implications of material which could be considered abusive or defamatory.

Furthermore, it is not to stop employees from conducting legitimate activities but is intended to highlight those areas in which issues, in particular in relation to safeguarding young people and vulnerable adults, and the potential cyber-bullying and harassment of students or staff, that can arise.

The purpose of this guidance is therefore to ensure that professional boundaries are maintained for the protection of both employees and students to ensure that employees of MAGO are not placing themselves at risk of an allegation being made that their conduct is inappropriate to protect the reputation of employees and MAGO in general from abuse through the use of social networking and personal internet sites.

## **1. What is Social media?**

Social media is an interactive online media that allows users to communicate instantly with each other or to share data in a public forum. It includes social and business networking websites such as Facebook, Twitter and LinkedIn. Social media also covers video and image sharing websites such as YouTube and Flickr, as well as personal blogs. This is a constantly changing area with new websites being launched on a regular basis and therefore this list is not exhaustive.

This policy applies in relation to any social media that employees may use.

## **2. Use of social media at work**

### **2.1 Work related use**

It is recognized that the use of social media sites can be a valuable teaching tool in lessons and there are excellent teaching resources on sites such as YouTube and for this purpose MAGO actively encourages teachers and learners to use social media to collaborate, organize and aid the discussion and exploration of their courses, course subjects and course work. Similarly, MAGO is happy for employees who represent MAGO in such cases to develop positive and beneficial relationships through the use of social media or use them in direct relation to their employment such as an aid to recruitment.

Employees may be asked to contribute to MAGO's social media activities as part of their role

at school, for example by writing blogs or newsfeeds, managing a Facebook account or running an official Twitter or LinkedIn account for MAGO. Employees must be aware at all times that, while contributing to MAGO's social activities, they are also representing MAGO (also see 2.2 below)

For the avoidance of doubt, an employee is required to clarify the position with the Principal who will authorize the use of such medium as deemed necessary for the performance of their role at MAGO.

## **2.2 Personal Use**

- Employees are not permitted to access social media websites or to keep a blog for personal use using MAGO's IT system and equipment at any time. This includes laptop and hand-held computers or devices distributed by MAGO for work purposes.
- Where employees have their own computers or devices, such as laptops and hand-held devices, they must limit their use of social media on this equipment to outside their normal working hours (for example, during lunch breaks).

## **3. MAGO's Social Activities**

Where employees are authorized to contribute to MAGO's own media activities as part of their work, for example for teaching, marketing, promotional purposes, they must adhere to the following rules:

*use the same safeguards as they would with any other type of communication about MAGO that is in the public domain and ensure that any communication has a purpose and a benefit for MAGO; obtain permission from the Principal before embarking on a public campaign using social media and request that the content is checked before it is published online; follow any additional guidelines given by MAGO from time to time.*

The social media rules set out below also apply.

## **4. Rules on the Use of Social Media**

MAGO recognizes that many employees make use of social media in a personal capacity outside the workplace and outside normal working hours. While they are not acting on behalf of MAGO in these circumstances, employees must be aware that they can still cause damage to MAGO if they are recognized online as being one of its employees. Therefore, it is important that MAGO has strict social media rules in place to protect its position.

When logging on to and using social media websites and blogs at any time, including personal use on non-school computers outside the workplace and outside normal working hours, employees must not:

- i. Other than in relation to MAGO's own social activities or other than where expressly permitted by MAGO on business networking websites such as LinkedIn, publicly identify themselves as working for MAGO, make reference to MAGO or provide information from which others can ascertain the name of MAGO
- ii. Other than in relation to MAGO's own social activities or other than where expressly permitted by MAGO on business networking websites such as LinkedIn, write about their work for MAGO - and, in postings that could be linked to MAGO, they must also ensure that any personal views expressed are clearly stated to be theirs alone and do not represent those of MAGO
- iii. Conduct them in a way that is potentially detrimental to MAGO or brings MAGO or its staff, students, customers, contractors or suppliers into disrepute, for example by posting images or video clips that are inappropriate or links to inappropriate website content
- iv. Other than in relation to MAGO's own social or other than where expressly permitted by MAGO on business networking websites, use their work e-mail address when registering on such sites or provide any link to MAGO's website.
- v. Allow their interaction on these websites or blogs to damage working relationships with or between employees and students, customers, contractors or suppliers of MAGO, for example by criticizing or arguing with such persons
- vi. Include personal information or data about MAGO's employees, students, customers, contractors or suppliers without their express consent (an employee may still be liable even if employees, students, customers, contractors or suppliers are not expressly named in the websites or blogs as long as MAGO reasonably believes they are identifiable) - this could constitute a breach of the Data Protection Act which is a criminal offence
- vii. Make any derogatory, offensive, discriminatory, untrue, negative, critical or defamatory comments about MAGO, its employees, students, customers, contractors or suppliers (an employee may still be liable even if MAGO, its employees, students, customers, contractors or suppliers are not expressly named in the websites or blogs as long as MAGO reasonably believes they are identifiable)
- viii. Make any comments about MAGO's employees that constitute unlawful discrimination, harassment or cyber-bullying or post any images or video clips that are discriminatory or which may constitute unlawful harassment or cyber-bullying - employees can be personally liable for their actions under the legislation
- ix. Disclose any trade secrets or confidential, proprietary or sensitive information belonging to MAGO, its employees, students, customers, contractors or suppliers or any information which could be used by one or more of MAGO's competitors, for example information about MAGO's work, future business plan or staff morale.

- x. Breach copyright or any other proprietary interest belonging to MAGO, for example, using someone else's image or written consent without permission or failing to give acknowledgement where permission has been given to reproduce particular work - if employees wish to post images, photographs or videos of their work colleagues or students, customers, contractors or suppliers on their online profile, they should first obtain the other party's express permission to do so.
- xi. Employees must remove any offending content immediately if they are asked to do so by MAGO.
- xii. Work and business contacts made during the course of employment through social media websites and which are added to personal social networking accounts amount to confidential information belonging to MAGO and accordingly must be surrendered on termination of employment.
- xiii. Employees should remember that social media websites are public, even if they have set their account privacy settings at a restricted access or "friend only" level, and therefore they should not assume that their postings on any website will remain private.
- xiv. Employees must also be security conscious when using social media websites and should take appropriate steps to protect themselves from identity theft, for example by placing their privacy settings at a high level and restricting the amount of personal information they give out, e.g. date and place of birth. This type of information may form the basis of security questions and/or passwords on other websites, such as online banking.
- xv. Should employees notice any inaccurate information about MAGO online, they should report this to the Principal in the first instance.
- xvi. Users may not use the name of MAGO or its logo or mark in any form in social media, on School District internet pages or websites, on websites not owned or related to the School District, or in forums/discussion boards, to express or imply the official position of the School District without the expressed, written permission of the Board. When such permission is granted, the posting must state that the statement does not represent the position MAGO.

## **5. Social Media Monitoring**

MAGO reserves the right to monitor employees' use of social media on the Internet, both during routine audits of the computer system and in specific cases where a problem relating to excessive or unauthorized use is suspected. The purposes for such monitoring are to promote productivity and efficiency ensure the security of the system and its effective operation make sure there is no unauthorized use of MAGO's time ensure that inappropriate, restricted or blocked websites are not being accessed by employees make sure there is no breach of confidentiality.

MAGO reserves the right to restrict, deny or remove Internet access, or access to particular social media websites, to or from any employee.

## **6. Contravention of this Policy**

Failure to comply with the requirements of this policy is a disciplinary offence and may result in disciplinary action being taken under MAGO's disciplinary procedure. Depending on the seriousness of the offence, it may amount to gross misconduct and could result in the employee's summary dismissal.

## **7. Consequences for Inappropriate, Unauthorized and Illegal Use**

General rules for behavior, ethics, and communications apply when using social networking systems and information, in addition to the stipulations of this Policy and its accompanying administrative regulations. Users must be aware that violations of this policy, accompanying administrative regulation(s), or other MAGO policies, regulations, rules or procedures, or statutes, regulations and laws or unlawful use of social media systems and information, may result in loss of access and a variety of other disciplinary actions, including but not limited to, warnings, usage restrictions, loss of privileges, position reassignment, oral or written reprimands, student suspensions, employee suspensions (with or without pay for employees), dismissal, expulsions, breach of contract, penalties provided in statutes, regulations, and other laws and/or legal proceedings on a case-by-case basis.

MAGO System administrators have the right to access by interception, and to access the stored communication of User accounts for any reason in order to uphold this Policy, accompanying administrative regulations, the law, and to maintain the system. USERS SHOULD HAVE NO EXPECTATION OF PRIVACY IN ANYTHING THEY CREATE, STORE, SEND, RECEIVE, OR DISPLAY ON OR OVER MAGO SYSTEMS, AND THE SCHOOL DISTRICT'S AUTHORIZED THIRD PARTIES' SYSTEMS, INCLUDING THEIR PERSONAL FILES OR ANY OF THEIR USE OF THESE SYSTEMS. MAGO reserves the right to access, view, record, check, receive, monitor, track, log, store, and otherwise inspect and utilize any or all CIS systems, and authorized third parties' system, and to monitor and allocate fileserver space.

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