

# SOCIAL MEDIA ACCEPTABLE USE POLICY

Italia Conti Associate schools are an established specialist institution in the training of the Performing Arts.

It is therefore acknowledged and accepted by all parents, pupils and staff under the age of 18 years and members and staff that from time to time recorded, photographed, videoed or filmed images of class situations, events or performances may be taken by Italia Conti Associates or it assigns and/or used for promotional, advertising, teaching or learning purposes and that this forms part of this policy.

## GUIDELINES FOR STUDENTS

- Always adhere to schools E-Safety Guidelines (available on our website).
- Pupils must NOT be tagged in any photograph that is uploaded onto any Italia Conti site.
- Students shall continue to adhere to school's policy on use of personal data.
- Students are expected to and must adhere to, terms and conditions of use as agreed when they sign up to Facebook, Twitter, Pinterest or any other social media platforms.
- Will not post photographs of other students or tag other students without their permission.
- Only school-related content is permitted – content relating to personal issue or concerns is not permitted and may be removed by the administrator of the page.
- Do not engage in any abusive, threatening, unkind or bullying behaviour.
- Use of profanity or threatening language is forbidden.
- Under no circumstances should negative comments be made about staff, parents or other students.
- Your online behaviour should reflect the same standards of honesty, respect and consideration that you use face to face.
- Be respectful of the opinion of others in your posts or comments.
- Students are advised to ensure privacy settings of their personal social media accounts are limited to 'friends'.
- 'Events' pages will not be used as a sole tool to confirm attendance at school events.
- Passwords and other login information must be confidential at all times and kept in a safe place.
- Unless otherwise stated by teachers or other staff, use of social media shall not be permitted during classroom hours.
- Users should not take credit for things they did not create themselves, or misrepresent themselves as an author or creator of something found on line. Research conducted via the internet should be appropriately cited, giving credit to the original author.

## GUIDELINES FOR STAFF

- Always adhere to schools E-Safety Guidelines (available on our website).
- Photographic material and/or video footage that includes pupils must NOT be taken using personal equipment (e.g.; mobile phones, iPad, tablets or camcorders)
- Remember posts, tweets, blogs are an extension of your classroom. What is inappropriate in your classroom should be deemed inappropriate online.
- Wall posts and descriptions should portray you in a professional manner.

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- Do not post personally identifiable student information of any kind – you MAY use first names and year groups.
- No tagging of other staff without their permission.
- Pupils MUST NOT be tagged in any photograph that is uploaded onto any Italia

Conti social media platform.

- Do not post confidential information about students, staff or the school.
- Use of profanity or threatening language is forbidden.
- Under no circumstances should negative comments be made about students, parents or other staff.
- Be respectful of the opinions of others in your posts or comments.
- Do not post personal information about current or past members of staff.
- Do not post your personal information on the school social media platforms.
- Please remember when posting personal opinions that you are representing the school.
- Passwords and other login information must be confidential at all times and kept in a safe place.
- Staff should ONLY communicate with students through the school social media accounts and not through personal accounts. (Friending, following, liking students personal accounts is forbidden.)
- Staff is advised to ensure privacy settings of their personal social media accounts are limited to 'friends'.
- Respect brand, trademark, copyright information and/or images of the school.
- When using a hyperlink, be sure the content is appropriate. Always view where the hyperlink takes you before you share it.
- Users should not take credit for things they did not create themselves, or misrepresent themselves as an author or creator of something found on line. Research conducted via the internet should be appropriately cited, giving credit to the original author.

#### GUIDELINES FOR PARENTS

- Italia Conti associate schools will monitor content and activity on Italia Conti social media platforms. However, it is not responsible for improper use of social media by its learners.
- It is the responsibility of parents/guardians to monitor their child's activities on social media.
- Do not use profanity or engage in abusive, threatening or bullying behaviour.
- Only school-related content will be permitted - content relating to personal issues or concerns is not permitted and may be removed by the administrator of the account.
- Under no circumstances should negative comments be made about students, staff or other parents.
- Be respectful of the opinions of others in your posts or comments.
- Users should not take credit for things they did not create themselves, or misrepresent themselves as an author or creator of something found on line. Research conducted via the internet should be appropriately cited, giving credit to the original author.