



**Central Film School**

**IT & Social Media Policy 2020**

## **1. Introduction**

- 1.1 Central Film School (CFS) seeks to use social media for marketing, publicity, pedagogic and informational purposes.
- 1.2 Social media are used by CFS staff and students in personal and professional contexts. These guidelines must be adhered to by staff and students to maintain an informed and professional approach to their use of social media, and to communicate the values of Central Film School through every post.
- 1.3 CFS acknowledges that staff and student use of social media may take different forms, for example:

***Full school involvement:***

- Mandated use by staff (administrative, technical, tutors) to teach and inform students
- Marketing and publicity

***'Partial' school involvement:***

- Elective creation/use by a tutor to foster interest and debate among students
- Elective creation/use by a group of students (eg a year group or film team)

***Without obvious/primary school involvement:***

General social use by a tutor or technical staff member *not* on CFS business *with or without* mention of CFS affiliation

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The school recognises from experience that the above categories of '*Partial*' school involvement and *without obvious/primary school involvement* create potential interests and responsibilities for the school, some of which may be highly contentious. In this context, CFS asks all staff and students to be conscious of the following needs when posting on social media:

- The expectation that information should be accurate, current, frank, accessible
- The criminal law concerning harassment, bullying, malicious communications and other abuses
- School policy on proper conduct and communications
- The general but important social expectation that postings, even of critical material, should be measured, respectful, thoughtful and polite.

The school reminds staff and students that any posting between parties who have met through the school, even where school affiliation or business is not mentioned in the posting, may be interpreted by one or more parties as part of school life and therefore part of school responsibility.

## 2. Scope

2.1 This policy applies to personal use of social media and IT, and any professional use of Central Film School's accounts across the web.

2.2 The terms "social media platforms", "sites", "accounts" referred to in this policy includes any websites or apps,google classrooms where content is posted directly by users and shared with public and private followers.

2.3 This includes (but is not limited to):

- Content sharing and collecting sites - eg. YouTube, Pinterest, Tumblr, Instagram
- Blogging and mini-blogging sites - eg. Wordpress, Twitter, Tumblr
- Profile and discussion sites - eg. Facebook, LinkedIn
- Wikis and information sites - eg. Wikipedia
- Curriculum / class websites - eg. Google classroom
- Curriculum/VLE-Google classroom

2.4 This policy makes the distinction between:

- **Professional** posts and accounts - being those badged as belonging to Central Film School, managed by the Marketing and Website functions of CFS staff, and sharing information of interest to the wider School community
- **Personal** posts and accounts - being those related to individuals on staff or student body, sharing information or opinions unrelated to their professional lives or school activities

2.5 For **professional** accounts, this policy sets out:

- Action to take before setting up an account
- Expectations for conduct and maintenance

2.6 For **personal** accounts, this policy sets out:

- Expectations for conduct

## 3. Legal Framework

3.1 Central Film School is committed to ensuring 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 to protect the confidential information they have access to during the course of their work.

3.2 Disclosure of confidential information on social media is unacceptable, and in contravention of statutory obligations.

3.3 Confidential information includes, but is not limited to:

- Personal-identifiable information (eg. student or employee records which are protected by the Data Protection Act 1988)
- Information divulged with the expectation of confidentiality
- Business or corporate records containing sensitive information
- Commercially sensitive information
- Politically sensitive information

3.4 Use of social media should adhere to regulations set out to protect individuals and organisations from libel, defamation, harassment and breach of copyright. These statutory instruments include:

- The Libel Act 1843
- Defamation Acts 1952 and 1996
- Protection from Harassment Act 1997
- Criminal Justice and Public Order Act 1994
- Malicious Communications Act 1998
- Communications Act 2003
- Copyright, Designs and Patents Act 1988

#### **4. Related Policies**

4.1 This policy does not stand in isolation, and is supported and compliant with wider school policy, namely:

- Policy and Approval Procedures for Publishing Information
- Staff and Student Handbooks

#### **5. Principles for creating social media accounts on behalf of Central Film School**

5.1 All posts, comments, communications and accounts made on behalf of Central Film School are expected to live up to the values of the school - ethical, with integrity, professional, and friendly. All google classroom stream comments/posts should only be related to the curriculum.

5.2 Before creating social media accounts, staff should consult the Marketing and Brand function in the staff - multiple accounts should be avoided as infrequently updated accounts give a bad impression for the public.

5.3 Before creating social media accounts, staff are expected to be clear on the purpose and intentions of the site, the intended scope, content and longevity of the site, and use clear school branding.

5.4 The regularity of content posting should be thought through and adhered to. Staff members must consider how much time they are able to commit to the proposed site.

Maintaining a site is not a one-off task, but involves a considerable time commitment.

- 5.5 The Senior Management Team must take overall responsibility to ensure that enough resources are provided to keep the site refreshed and relevant, including the allocation of training and adequate handover notes in case of staff absences and turnover.
- 5.6 Consideration should be given to how the success of the site will be evaluated to assess whether the site has achieved the proposed objectives.

## **6. Principles of conduct on social media on behalf of Central Film School**

- 6.1 All posts, comments, and communications made on behalf of Central Film School are expected to live up to the values of the school - ethical, with integrity, professional, friendly.
- 6.2 Staff members participating in social media for work purposes are expected to demonstrate the same high standards of behavior as when using other media or giving public presentations on behalf of Central Film School.
- 6.3 It is expected that staff maintain a separate outlet for conducting personal and professional online interchanges. Staff should not put themselves into a situation where there is a conflict of interest between work for the school and personal interests.
- 6.4 Staff must not engage in activities involving social media, which may bring the school or its associated partners into disrepute. Staff must also not represent their personal views as the views of Central Film School on any social media or web platform.

### **6.5 It is prohibited to:**

- Discuss personal information about the School, its students, or other staff on social media
- Use social media to attack, insult or defame any students, family members, colleagues, the school's associated partners, or the School itself.

### **6.6 All social media use must be accurate, fair, transparent and professional when representing the School.**

- 6.7 Social media are not and should not be used as a conduit to air grievances, problems, or raise issues. If a student, family member, or member of the public does so using a social media site, they should be contacted by other means and their complaints should be addressed in accordance with the school's complaints policy. It is important that staff report any negative comments or posts to the marketing function initially, then Senior Management Team so that an appropriate response can be initiated.

## **7. Personal Use**

- 7.1 The school anticipates that staff are active on social media, and the School does not wish to infringe upon this interaction (except for the restrictions on personal social media use during work hours in the staff handbook).
- 7.2 In order to maintain personal privacy and a healthy distinction between personal and professional lives, it is expected that staff should take all measures to maintain the confidential integrity of their own social media profiles.
- 7.3 Staff members must not identify themselves as employees of Central Film School on their personal social media accounts, and should take steps where appropriate to make it clear that their opinions do not represent the views and opinions of the school.
- 7.4 Staff members should consider using high privacy settings on their personal social media accounts, and remember that some posts in a public group may still be visible to the general public.
- 7.5 Tutors are requested not to connect with students via Social Networking sites such as Facebook. Invitations via professional sites such as LinkedIn are appropriate, but acceptance is at the discretion of the tutor.

## **8. Monitoring and Review**

- 8.1 Users of Central Film School's system and internet services should have no expectation of privacy in anything they create, store, send, or receive using the school system or accounts.
- 8.2 Official CFS accounts should be maintained and listed by the Marketing function, under the review of the Senior Management Team. Regular reviews should be carried out to ensure that social media are being used in accordance with the principles set out in this document.
- 8.3 CFS is not responsible for monitoring any forums or online groups created by students or any other third-party.
- 8.4 The school reserves the right to discontinue any professional social media that is found to be unproductive or in conflict with school ethos, without warning.
- 8.5 Breaches of any part of this policy may result in disciplinary action taken against the staff member(s) involved.
- 8.6 In the event students wish to research potentially extremist material for course work they must obtain approval from the Prevent Lead Head of Quality and Student Experience and Head of Curriculum. This request will be considered by the Prevent Lead, who will decide whether to approve or not approve.
- 8.7 This policy is reviewed annually.

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