



LVS Ascot

A Co-educational Day & Boarding School
for young people aged 4 - 18

LVS Ascot Social Media Policy (staff, parents/guardians and pupils) 2024-2025

SMT member responsible: Laura Collins

Date: 1st September 2024

1. Purpose This Social Media Policy outlines the standards and guidelines for the use of social media at LVS Ascot. It applies to all pupils, staff, parents, and other members of the LVS Ascot community who engage with social media platforms either personally, on behalf of, or in association with the school. The policy aims to protect the school's reputation, ensure the safety and privacy of our community, and encourage positive and respectful online interactions.

2. Scope This policy covers all forms of social media, including but not limited to, Facebook, Twitter, Instagram, LinkedIn, YouTube, TikTok, blogs, forums, and any other online platform used for communication. It applies to both personal and professional use of social media when associated with LVS Ascot and includes any use of AI.

3. Guidelines for Staff, (this should be read in conjunction with the LTC Code of Conduct).

- **Professional Conduct:** Staff members should maintain a professional tone at all times when engaging on social media platforms. Avoid sharing personal opinions that may reflect negatively on the school.
- **Confidentiality:** Do not share or post confidential or proprietary information about LVS Ascot, its pupils, staff, or operations. This includes photos, videos, or details that could identify individuals without their explicit consent.
- **Content Approval:** All social media content representing LVS Ascot must be professional. This includes posts on official school accounts or posts made on personal accounts that reference the school. All staff who have access to LVS Ascot professional social media accounts must ensure the posts are respectful and professional.
- **Respect and Integrity:** Interactions on social media should be respectful, positive, and supportive of the school's values. Do not engage in or endorse any form of online bullying, harassment, or negative commentary about the school or its members.

4. Guidelines for Pupils, (this should be read in conjunction with the Pupil Personal Digital Device Policy, the Online Safety Policy, The Personal Conduct Policy and the Anti-Bullying Policy).

- **Digital Responsibility:** Pupils are expected to use social media responsibly. This includes being respectful to peers, staff, and the school in all online interactions.
- **Privacy:** Do not post personal information or images of yourself or others without permission. Understand the importance of privacy settings and managing who can view your posts.
- **Bullying and Harassment:** LVS Ascot has a zero-tolerance policy towards online bullying. Any form of bullying, harassment, or inappropriate behaviour online will result in sanctions being applied, in line with other policies.
- **Representing the School:** When posting on social media, be aware that you represent LVS Ascot. Do not post content that could harm the school's reputation or the well-being of others in the school community.

5. Guidelines for Parents

- **Engagement:** Parents are encouraged to follow and engage with LVS Ascot's official social media channels to stay informed and involved in the school community.
- **Respect and Privacy:** Respect the privacy of students, staff, and other parents by not posting images or information about them without consent. Parents must avoid sharing personal grievances or concerns on social media; instead, contact the school directly to address any issues.
- **Support:** Be supportive of the school's online presence. Positive engagement helps to build a strong school community.

6. Managing Official School Accounts

- **Authorisation:** Only authorised staff members are permitted to create, manage, and post on LVS Ascot's official social media accounts.
- **Content:** All content must align with the school's mission, values, and branding guidelines. Posts should be accurate, informative, and engage the community in a positive way.
- **Monitoring:** Official accounts should be regularly monitored for inappropriate content, comments, or messages. Any concerns should be reported to the SMT immediately.

7. Breaches of Policy

- **Consequences:** Any breach of this policy may result in disciplinary action, up to and including termination of employment for staff, suspension or expulsion for students, and restricted access to school activities for parents.
- **Reporting:** Suspected breaches of the policy should be reported to the SMT or HR Director immediately.

8. Review and Amendments This policy will be reviewed annually to ensure it remains current and relevant. Amendments will be made as necessary to address emerging social media trends and challenges.

By adhering to this policy, we aim to foster a safe, respectful, and positive online community that reflects the values and ethos of LVS Ascot.

9: Links to other policies: This policy links to the following policies from LVS Ascot

Pupil Personal Conduct and Reward Policy 2024-2025

Safeguarding and Child Protection Policy 2024-2025

Personal Digital Device and Mobile Phone Policy 2024-2025

Online Safety Policy 2024-2025

Data Protection Policy 2024-2025

Anti-bullying Policy 2024-2025

LTC Staff Code of Conduct