



# Social Media Policy

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## 1. Introduction

1.1 This policy outlines the procedures and guidance for ensuring the responsible and effective use of social media of all learners and staff at Staff Power Training (SPT). Our aim is to create a safe and respectful online environment that protects our learners, staff and SPT reputation while fostering a positive and professional online presence. It has been developed in line with key national guidance, including the UK government's "Keeping Children Safe in Education" and best practice recommendations from the UK Safer Internet Centre.

## 2. Scope

2.1 This policy applies to all learners, staff, contractors, and visitors using SPT social media platforms, whether on-site or remotely.

## 3. Key Legislation and Guidance

3.1 This policy is written in accordance with:

- *Keeping Children Safe in Education (KCSIE)*
- *The Prevent Duty*
- *UK General Data Protection Regulation (UK GDPR)*
- *Guidance from the UK Safer Internet Centre and the NSPCC*

## 4. Key Pillars of the Online Safety Policy

4.1 The policy is built around a commitment to four key principles:

- **Empowerment:** *Equipping learners and staff with the knowledge and skills to use technology safely and responsibly.*
- **Protection:** *Implementing technical and procedural safeguards to protect users from online harm.*
- **Inclusion:** *Ensuring that all members of our community can access online resources and support without fear of discrimination or harassment.*
- **Accountability:** *Establishing clear roles, responsibilities, and reporting mechanisms to address any online safety incidents effectively.*

## 5. Official Social Media Use

5.1 All official social media accounts representing SPT must be approved by the Director of Operations. Content posted on these accounts should be professional, accurate, and aligned with the provider's values and branding. Engagement with stakeholders should be respectful and timely.

## 6. Personal Social Media Use

SPT respects the right of its staff and learners to use personal social media accounts. However, all users are reminded that their online activity can reflect on SPT. The following guidelines must be adhered to:

6.1 **Confidentiality:** *Do not disclose any confidential information about SPT, its staff, learners, or partners. This includes financial information, personal data, and unpublished business strategies.*

**6.2 Respect and Professionalism:** *Do not post defamatory, harassing, discriminatory, or obscene content. Be respectful in all online interactions, even when disagreeing with others.*

**6.3 Disclaimers:** *If discussing work-related matters, it is advisable to include a disclaimer stating that the views expressed are personal and do not represent the official position of SPT. For example: "The views expressed are my own and do not necessarily reflect the views of my employer/training provider."*

**6.4 Boundaries:** *Staff are advised against accepting friend or connection requests from learners on their personal social media accounts to maintain professional boundaries. All communication with learners should be through official channels.*

## **7. Safeguarding and Online Safety**

The welfare of our learners is paramount. This policy should be read in conjunction with our Safeguarding Policy.

- **Inappropriate Contact:** *Any online contact from a staff member or learner that is inappropriate or causes concern should be reported immediately to the Designated Safeguarding Lead.*
- **Images and Videos:** *Written consent must be obtained before publishing any images or videos of learners or staff.*
- **Cyberbullying:** *SPT has a zero-tolerance policy for cyberbullying. Any instances of online harassment or abuse will be taken seriously and may result in disciplinary action.*

## **8. Data Protection (GDPR)**

All social media activity must comply with the Data Protection Act 2018 (including the UK General Data Protection Regulation).

- **Personal Data:** *Do not share any personal data of staff, learners, or third parties without their explicit consent.*
- **Privacy Settings:** *Users are encouraged to use appropriate privacy settings on their personal social media accounts to control who can see their information.*

## **9. Reporting a Concern**

**9.1** Any learner or member of staff who has an online safety concern can report it to any member of staff, who will then escalate it to the Director of Operations or the Designated Safeguarding Lead. All reports will be taken seriously, investigated promptly, and dealt with in a confidential and supportive manner.

**9.2** If required online safety concerns can also be reported via the UK Safer Internet Centre - Report Harmful Content:

<https://reportharmfulcontent.com/harms>

## **10. Breaches of Policy**

9.1 Any breach of this social media policy may result in disciplinary action, up to and including dismissal for staff or termination of the learning agreement for learners.

9.2 In serious cases, a breach may be reported to the relevant authorities.

## **11. Further Guidance**

For further information or clarification on any aspect of this policy, please contact:

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## **12. Policy Review**

12.1 This policy will be reviewed annually, or more frequently if there are significant changes in legislation, working practices, or following any related incidents.