



Rugby School
THAILAND

Social Media Policy

Person Responsible: Head of Marketing

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The health, safety and well-being of young people are of paramount importance to all the adults who work at Rugby School Thailand. Children have the right to protection, regardless of age, gender, race, culture, sexual orientation, or disability. They have a right to be safe in our school. Members of staff in the school have a legal and moral obligation to safeguard and promote the welfare of the pupils, taking all reasonable steps to protect them from harm whether from physical injury, abuse, neglect, emotional harm or from anything that interferes with their general development.

Contents

Introduction	3
Policy Aims	4
Understanding Social Media	4
Key principles of social media usage	4
Mobile phones and cameras	6
Secondary accounts	7
Coverage of off-campus school activity	7
Managing the privacy and security settings of your social media accounts	7

Key personnel:

Nick Horniblow – Head of Marketing

Oonagh Stoker – Marketing Co-ordinator / Social Media Manager

Dave Ennis-Billing – Designated Safeguarding Lead

This policy works in conjunction with:

- Child Protection & Safeguarding policy
- Images policy
- Acceptable Use policy
- Code of Conduct policy
- Terms & Conditions of Enrolment (point 'm')*

*The School may from time to time include photographs or images of pupils in the School's promotional material such as Prospectus and the Website. The School will not disclose the full name or home address of a Pupil without the Parent's consent.

Introduction

A notice on safeguarding: The health, safety and well-being of young people are of paramount importance to all the adults who work at Rugby School Thailand. Children have the right to protection, regardless of age, gender, race, culture, sexual orientation, or disability. They have a right to be safe in our school. Members of staff in the school have a legal and moral obligation to safeguard and promote the welfare of the pupils, taking all reasonable steps to protect them from harm whether from physical injury, abuse, neglect, emotional harm or from anything that interferes with their general development.

The widespread availability and use of social media applications such as Facebook, Instagram and Twitter, bring opportunities to market, engage, and communicate in new and exciting ways. It is important that we are able to use these technologies and services. However, it is also important to ensure that we balance this with our duties to our school, the community, our legal responsibilities and our reputation.

The use of technology has become a significant component within safeguarding. Technology can provide a platform that facilitates harm, such as cyber-bullying, child sexual exploitation, radicalisation and sexual predation. An effective approach to online safety and social media usage can safeguard the children in our care, protect and educate the whole school community and empower them in their use of technology. It can also establish systems to identify, intervene with, and escalate any incident where appropriate.

There are many issues classified within online safety, with three main areas of risk:

- Content: being exposed to illegal, inappropriate or harmful material.
- Contact: being subjected to harmful online interaction with other users.
- Conduct: personal online behaviour that increases the likelihood of, or causes, harm.

Policy Aims

This policy and the principles below aim to help our school community avoid the risks of using social media – both on official school channels and personal use (especially with regards to showing school-related content).

The policy aims to set professional boundaries in all forms of social media communication, to maintain public trust and appropriate professional relationships.

Understanding Social Media

Social media provides platforms which enable users to interact, create and exchange information online (including those running on mobile devices). Examples include, but are not limited to, sites such as Facebook, Twitter, Instagram, YouTube, as well as online discussion forums.

To capture the benefits offered by social media, Rugby School Thailand will explore and implement social media use for marketing, and educational purposes.

All members of staff should bear in mind that information they share through social networking applications, even if they are on private spaces, are still subject to comply with relevant legislation. We are guided by UK and Thai legislative acts on copyright, data protection and Freedom of Information legislation. These include the Safeguarding Vulnerable Groups Act 2006 (UK), the Malicious Communications Act 1988 (UK), Child Protection Act 2003 (Thailand), PDPA 2020 (Thailand) and other legislation. All members of staff must also operate in line with the school's Equalities, Child Protection and Safeguarding and IT Acceptable Use Policies.

Anyone using social media in relation to Rugby School Thailand should be aware of the [images policy](#).

Key principles of social media usage

With the exception of IT-approved communication sites or applications created by the school for internal use (for example, email), the use of social media networking should be limited during the school's operational hours.

There are many legitimate uses of social media within the curriculum and to support student learning. For example, courses may require the use of online blogs for assessment. There are also many possibilities for using social media to enhance and develop students' learning. However, when using social media, the boundaries between professional and personal can become more blurred and users can unwittingly, or wittingly, publish things they may later regret. Published items can be capable of more than one interpretation but once published the damage may not be recoverable.

Under no circumstances should any staff members:

- a) Take images of pupils on any personally owned device (see point 5 on 'Social Media Policy' and point 10 in [Images policy](#)).
- b) Manage independent social media accounts relating to the school.
- c) Supply images direct to parents or pupils.
- d) Communicate with parents or children via social media channels.

- e) Include the full name of children alongside images, or display the individual child(ren)s name(s) unless deemed necessary, for example a post about the head boy/girl. If a name is included it should be first name only, unless written consent has been given by the parents for a specific circumstance.
- f) Engage in posts or activities which are detrimental to maintaining effective working relationships within the school.
- g) Bring the reputation of the school into disrepute.
- h) Engage in activities which compromise, or might be seen to compromise, the professional standards of teaching or the professional standards of support staff.
- i) Suggest their personal content represents the views of Rugby School Thailand.

Any staff members using school social media channels must:

- a) As always maintain proper professional channels and boundaries with students, parents and carers, even when students, parents or carers initiate electronic interaction, for all school-related issues. (As per staff code of conduct).
- b) Be particularly aware of the guidelines when staff have external friendships with parents/carers. An individual is under a duty not to:
 - Disclose confidential information without express authority especially about students, parents or carers, staff, voluntary or other workers at the school, nor breach their right to privacy.
 - Share information with students or parents/carers in any environment that they would not willingly and appropriately share in a school or school related setting or in the community.
 - Post comments which incite others to make discriminatory or other professionally unacceptable comments.
 - Post school logos or similar images that may lead readers of posts etc. to believe the individual is speaking on behalf of the school.
- c) Before posting items or communicating in social media individuals should consider seriously whether the item is appropriate for the public domain. If there is some doubt, then it should not be posted; you may not be able to control who sees the information and how they interpret it.
- d) Use caution when posting information on social networking sites and other online forums.
- e) Take care that interaction on social media does not damage working relationships between members of staff, students at the school, their families and other stakeholders and/or working partners of the school.
- f) Maintain professional standards by communicating with student & parents/carers electronically at appropriate times of the day and through established IT-approved platforms.
- g) Not exchange private texts, phone numbers, personal email addresses or photos of a personal nature with students, parents or carers
- h) Decline student initiated 'friend' requests and not issue 'friend' requests to students. Nor communicate with students on any social network site or similar website or forum.
- i) Staff should not accept any current pupil of any age as a friend, follower, subscriber or similar on any personal social media account, until 1st September following that child leaving the school, providing the alumni is aged 18 or above.

- j) Maintain a formal, courteous and professional tone in all communications with students to ensure that professional boundaries are maintained

Mobile phones and cameras

Staff are allowed to bring their personal phones to school for their own use, but will limit such use to non-contact time when pupils are not present. Staff members' personal phones will remain in their bags or cupboards during contact time with pupils.

Pre Prep

Staff should not take pictures or recordings of pupils on their personal phones or cameras. Staff should use school devices such as their iPad. (In the event of a personal phone being used for marketing purposes in the absence of a school device then any images must be deleted from their device at the end of the day.)

Prep and Senior

If a staff member does not have a school device such as an iPad and/or camera they are permitted to use their phone to take photographs if it is for marketing and/or educational purposes. The images must be deleted from their device by the end of the day. Staff must also ensure that they clear any images from data storage devices such as icloud.

The following activities must not be undertaken:

(In accordance with the school's safeguarding policy)

1. Bullying and harassment – such conduct against any colleagues via social media sites is taken as seriously as workplace bullying and harassment. Any allegations will be dealt with under the schools' normal bullying and harassment and/or disciplinary policies and may be treated as a criminal offence in certain circumstances.
2. Incitement of racial or religious hatred or similar activities – these may lead to criminal investigations and penalties.
3. Posting libellous statements – an individual may be legally liable for any damage to the reputation of the individual concerned. As a representative of the school, any statement made by an employee could mean the school is vicariously liable for defamatory statements if carried out in the normal course of employment, even if performed without the consent or approval of the school. Similarly, making such statements on your own initiative and not at work could mean you face legal action.
4. Grooming students or similar activities to develop an inappropriate relationship(s) Bring the school's reputation into disrepute.
5. Compromising the security of the school's systems.
6. Breaching confidential information about the school or any of its students, staff, governors, volunteers or other individuals associated with the school. Don't publish anything that might allow inferences to be drawn which could embarrass or damage a student, employee, governor, volunteer or supplier.
7. Breaches of copyright or other similar infringements – passing on text, photos etc; may infringe the owner's copyright. Always ensure that you have the permission of the owner.

8.The school takes the matters above seriously and disciplinary action will be taken. If substantiated, the normal outcome will be dismissal. A very serious view will also be taken of any individual who ignores or wilfully or carelessly carries out actions or omits to act which results in breaches of the instructions and advice contained in this policy and the result is for example, undermining effective working relationships, professional boundaries between individuals and student similar examples in this policy.

9.Consider actions where you are 'checking in' to the school (via Facebook), as by doing this it will auto-tag the image into the school official page. Facebook pulls in any recently tagged images to official events created.

Secondary accounts

The use of secondary school accounts is not permitted. This means:

- 1.** No use of affiliate school names on accounts, for example accounts beginning with 'rst'.
- 2.** The Marketing department will work with individual subject departments to create a dedicated hashtag, which will be used on all content relating to that subject. For example #Drama_RST, #DT_RST #Sport_RST etc.
- 3.** Deputy Heads and/or Heads of department will be responsible for designating a member of their team to supply relevant content to Marketing for use on the official school channels.
- 4.** Content supplied by departments for social media will be checked to ensure it follows school brand guidelines and is consistent with the quality of output from the official channels before being shared.

Coverage of off-campus school activity

We understand parents wish to see coverage of pupil outings and trips. In these instances, the school will:

- 1.** Provide a reasonable amount of coverage on its official channels.
- 2.** Offer parent groups a daily report via newsletter, to be collated by a key representative on any given trip – where deemed appropriate by the Heads of school.
- 3.** Key representatives on school trips must provide Marketing with:
 - a. Full contact list of parents.
 - b. Daily content (Completed text and selected images).
 - c. Supply all via school email.

Managing the privacy and security settings of your social media accounts

Privacy settings can shift and change without notice. Check the settings frequently. Ensure that privacy settings for content/photos are set appropriately and monitor who can post to your social media locations and view what you post. You should not allow students to view or post on those locations.

Ensure your own device is configured appropriately and be mindful of your own storage configurations. For example, understand that every photo you take may be automatically synced to a cloud network stored elsewhere or within multiple file locations on your device.

Protect yourself from identity theft by restricting the amount of personal information that you give out.

Be cautious about posting detailed personal information such as date of birth, place of birth and favourite sports team, which can form the basis of security questions and passwords and enable personal details to be cloned for fraudulent acts etc and grooming.

*Thank you for taking the time to read and familiarise yourself with this policy.
For any queries, please contact nhorniblow@rugbyschool.ac.th*