Grove Learning Trust

Social Media Policy Summary

At Grove Learning Trust, we recognise the numerous benefits and opportunities which a social media presence offers.
All trust members are actively encouraged to find creative ways to use social media positively, following this guidance.

It is your responsibility to maintain a professional online persona and be mindful of your digital impact.

Always:

- **Use social media responsibly:** Be mindful of the privacy of others and avoid sharing confidential information.
- **Maintain a professional tone:** When using social media for the trust, use a professional and respectful tone.
- **Get permission:** Before sharing photos or videos, check permissions
- **Be clear about who you are:** If using a personal account to talk about the trust, clarify that you are not speaking on behalf of the trust.
- **Report problems:** If you encounter abuse or inappropriate content, report it immediately.
- **Think before you post:** Consider the permanence and reach of your posts before hitting publish.
- **Seek guidance:** If unsure about anything, consult a senior leader for guidance.
- **Disclaim personal views:** If expressing personal opinions online, use a disclaimer
- **Manage your social media settings:** Regularly review privacy settings and keep your personal information secure.

Never:

- **Post offensive content:** Always avoid posting anything that is derogatory, defamatory, harassing, or discriminatory.
- **Violate copyright:** Always ensure you have permission to share any copyrighted material.
- **Use social media excessively at work:** Excessive personal social media use during work hours may result in disciplinary action.
- **Engage with students on personal social media:** Staff must not follow or connect with current or former students on personal social media accounts.
- **Post confidential information:** Avoid sharing any confidential or sensitive trust information online.
- **Air internal grievances:** Don't ever use social media to air complaints about the trust.

Top Tip:
Always take time to consider the content of a post carefully.
Once it's been posted, it's no longer in your control.

Full Social Media policy available on request