



Social Media Communications **Policy**

Dartford Science and Technology College
Social Media Communications Policy

This policy aims to balance the rights of individuals and the potential risks of social media bringing the College into disrepute.

This policy relates to the use of and participation in social media and includes but is not limited to: Blogs, forums, micro-blogging, social networking, social network aggregation, wikis, social bookmarking and tagging, photo sharing, video sharing and virtual worlds.

Use of Social Media

- Social media should not be used to disclose privileged or confidential information.
- Staff and students should at all times behave professionally and courteously while using social media, and consider the implications of the content they create.
- By identifying yourself as an employee of Dartford Science & Technology College you have the potential to create perceptions about the College to a range of external audiences, and among your colleagues. Staff and students are encouraged to ensure that they identify clearly when they are not speaking on behalf of the College. It may be advisable to use a disclaimer such as: Any comments I make are my own and do not necessarily represent Dartford Science & Technology College.
- Content that directly identifies you as an employee of DSTC is subject to the usual policies relating to good conduct.
- Staff and students should be aware of their responsibilities and ensure their profiles and related content are consistent with how they would wish to present themselves which for staff should be in accordance with good professional practice.

The use of social networking, blogging and discussion sites, when permitted, should be positive and in accordance with the College **Internet Access Policy**.

The computer system is owned by the College. This Responsible Internet Use statement helps to protect students, staff and the College by clearly stating what use of the network is acceptable and what is not.

- All Internet access should be in accordance with the Internet Access Policy
- Network access must be made via the user's authorised account and password, (which must not be given to any other person).
- College computer and Internet use must be appropriate to the student's education or to staff professional activity.
- Copyright and intellectual property rights must be respected
- Irresponsible use may result in the loss of Internet access.
- E-mail should be written carefully and politely, particularly as messages may be forwarded or printed and be seen by unexpected readers.
- Users are responsible for e-mail they send and for contacts made.
- Anonymous messages and chain letters are not permitted.
- The College ICT systems may not be used for private purposes, unless the Principal has given permission for that use.
- Use for personal financial gain, gambling, political purposes or advertising is not permitted.
- ICT system security must be respected; it is a criminal offence to use a computer for a purpose not permitted by the system owner.

DSTC may exercise its right to monitor the use of the College's computer systems, including access to web-sites, the interception of E-mail and the deletion of inappropriate materials where it believes unauthorised use of the College's computer system is or may be taking place, or the system is or may be being used for criminal purposes or for storing unauthorised or unlawful text or imagery.