



Intensive School of English and Business Communication  
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## **Social Media Policy & E- Safeguarding Staff & Student Guidance**

### **Introduction**

Social Media is a fast growing phenomenon and popular sites include: Facebook, Twitter, LinkedIn, Google+. This communication medium has created increased opportunity for media communications that have an impact upon ISE Brighton..

ISE Brighton has clear guidelines and policies regarding other aspects of its operations. However, these do not explicitly cover the usage of social media.

It should be noted that this policy will be reviewed periodically and may change at any time without notice, in line with technological updates. Staff and students can access the latest version of the policy on the ISE Brighton website.

### **Aims & Objectives**

The purpose of this Social Media Policy and guidelines is:

to encourage good practice

to protect the school, its staff, students, partner organisations and clients

to clarify where and how existing policies and guidelines apply to social media

to promote effective and innovative use of social media as part of the school's activities

### **Responsibilities**

It is the responsibility of students and staff to read and act in accordance with the principles of this policy and guidelines and they should regularly check the website for any minor updates to documents.

It is the responsibility of students and staff to read and act in accordance with the rules and guidelines set out by individual Social Media, Social Networking and Website Hosting companies and providers.

ISE Brighton will ensure this policy and guidelines are accessible to staff and students and incorporated in induction information. ISE Brighton will periodically review and update the policy and guidelines and any other associated policy and guidelines. Staff and students will be notified of any significant changes.

ISE Brighton will monitor references to ISE Brighton on Social Media and the Internet.

### **Responsibilities of students on personal internet presence**

Breaches of the school policies on conduct and/or the Code of Conduct of your Sponsoring Organisation, company or Government can directly affect your future career. Breaches of these Codes of Conduct can also affect your ability to progress to the next level of study and your suitability to gain professional accreditation.



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You must not use your site to attack or abuse staff, students or clients. You should respect the privacy and the feelings of others. You must not include contact details or pictures etc. of other students, members of staff or clients without their prior permission. Remember that if you break the law on your site (for example by posting something defamatory), you will be personally responsible.

You should not use your site or pages in any way that may compromise your current or future fitness to work. Any content that you post about yourself or others could be brought to the attention of ISE Brighton, future employers or professional bodies and may be detrimental to your studies and/or future career.

You must abide by all anonymity and confidentiality guidelines and rules; as set out by the requirements of your course and the professional standards set out by the governing body for your professional studies. If you think something on your site gives rise to concerns about a conflict of interest and in particular concerns about confidentiality this must be discussed immediately with your Teacher, Reception and/or the Welfare Officer.

Students need to exercise caution when considering social interaction or personal engagement with staff, clients or parents from a placement setting. Inappropriate contact may breach the conditions of Codes of Conduct or Fitness to Practise policies.

Don't reveal confidential information about ISE Brighton or its staff, students, partner organisations or clients. This might include aspects of ISE Brighton policy or details of either internal or private discussions. Consult with your Teacher or the Welfare Officer if you are unclear about what might be confidential.

Where Social Media is utilised as part of a research study or project; all ethical considerations and requirements of ISE Hove should be adhered to.

The ISE Brighton logo may not be used without the express permission of a school Director. If someone from the media or press contacts you about posts on your site which relate to ISE Brighton you should discuss it with the a school Director before responding.

You must avoid bringing ISE Brighton into disrepute in any way.

If you already have a personal social networking site or intend to initiate; you should not declare, imply or indicate that your content or views are representative of ISE Brighton. If in any doubt, you may want to discuss your site content with a school Director or the Welfare Officer. You may also want to include a simple and visible disclaimer such as "these are my personal views and not those of ISE Brighton".

Students should take effective precautions when utilising social networking sites to ensure their own personal safety and to protect against identity theft.

Students need to be aware that some of our students and prospective students are minors (less than 18 years of age) and that interactions with these persons should not only be approached with some caution, but also that the content of conversations / responses is suitable for members of this age group.



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Any posts/ queries from prospective students in relation to application processes should be forwarded to ISE reception.

Students need to consider intellectual property rights, copyright and ownership of data when using social media.

Individuals should exercise caution when interacting with, and responding to, potentially contentious posts on social media sites.

ISE Brighton will continually review the use of social media and may modify its policies should the status of particular social media sites change e.g. if charges are introduced, changes made to the way content is used, terms of use are changed, if a site closes down or a new service begins.

ISE Brighton will not tolerate the access, dissemination, distribution, re-posting or re-tweeting of any content that glorifies, incites or otherwise supports any terrorist organisation, or any organisation that seeks to spread a message in conflict with the school principles of equality. Any student who is found to have accessed any such material using school computers or their own phone or computer equipment will immediately be suspended from the school pending further enquiries and all details passed to the relevant authorities.

Students who with questions about suitability of any content must refer to the school Directors, Reception or the Welfare Officer.

ISE Staff who suspect any student of accessing content in breach of this policy should report the incident as soon as practically possible to a school Director.



## **E- Safeguarding**

### **Electronic Contact with U18**

Staff are expected to maintain the same professional distance and protocols in any electronic contact (including telephone communications such as texting and on-line environments in social media such as facebook twitter, bebo and any other similar platform) with children (Do we need to include vulnerable adults here?) as they would in usual day-to-day situations.

The following directions apply to all members of staff:

- do not initiate electronic contact with any child or person under 18.
- in a situation when a child contacts you electronically, remember to be friendly, professional and neutral. When a child seeks to establish an inappropriate personal relationship, inform your employer and send a copy of any and all relevant communications.
- avoid situations that involve the exchange of professional information.
- if a child confides sensitive information to you electronically, such as details of abuse, react as shown in the Safeguarding Policy and inform the Safeguarding Officer as soon as practically possible.

### **E- Duty of Care**

Staff must also be aware that children under 18 and vulnerable adults may not be aware of the inherent risks in using the Internet and particularly social media. These risks include, but are not limited to;

Risk of identity theft

Risk of fraud or other method of extracting money under false pretences

Risk of Phishing to compromise user names and passwords

Risk of virus attacks and Trojan horses to steal data or disable equipment

Risk of grooming for sexual, ideological or other reasons

Inappropriate sharing of personal data for whatever reason

Cyber-bullying: Examples of cyber-bullying include mean text messages or emails, rumours sent by email or posted on social networking sites, and embarrassing pictures, videos, websites, or fake profiles.

All staff are asked to assist as much as possible when in the classroom and using the computer room, to teach and warn all students about the risks of using the Internet. All staff are also asked to look after students using the internet and social media, as far as possible, to minimise the risks to them.





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The official version of this document will be maintained on-line. Before referring to any printed copies please ensure that they are up-to-date.