

ITALIA CONTI

Social Media Policy

Approval and Review:

Approved by Senior Leadership Team	28 th October 2020
Signatory: Sam Newton	Principal
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Table of Contents

1.	Introduction	3
2.	Definition of Social Media	3
3.	Scope	3
4.	Legal Framework	4
5.	Principles	4
6.	Personal Use of Social Media	4
7.	Using Social Media -Italia Conti.....	5
8.	Monitoring of Internet Use	6
9.	Breaches of the Policy.....	6
	9.1 Relationship with other Italia Conti policies	6
10.	Related Policies.....	7

1. Introduction

Italia Conti recognise the benefits of social media as a medium for new opportunities of communication. This policy sets out the principles that staff, students, and all stakeholders associated with Italia Conti are expected to follow when using social media.

The principles set out in this policy are designed to ensure that the use of social media is responsibly undertaken and that the confidentiality of students, employees and stakeholders, and the reputation of Italia Conti, are safeguarded. It sets out guidelines in order to avoid potential inappropriate use of social networking sites and aims to provide balance to support innovation whilst providing a framework of good practice.

2. Definition of Social Media

Social media is a type of interactive online media that allows parties to communicate instantly with each other or which enables its users to create profiles, form relationships and share information with other users. It includes sites which have online discussion forums, chatrooms, media posting sites, blogs and any other social space online. It includes but is not limited to, sites such as Twitter, Facebook, Instagram, Snapchat, and LinkedIn. Social media also covers web-based services, for example, blogs, video, and image-sharing websites such as YouTube, Flickr and Tik-Tok.

This definition of social media is not exhaustive as this is a constantly changing area and technology and new ways of communicating are constantly evolving.

For the purpose of this policy the terminology Social Media is not exhaustive and also applies to the use of communication technologies such as mobile phones, cameras, watches or other handheld devices and any other emerging forms of communications technologies.

3. Scope

This policy applies to the Italia Conti Academy of Theatre Arts, Italia Conti Arts Centre, Associate Schools and Companies, Italia Conti pupils, students, parents & wider social community and to all employees whether, employed directly by Italia Conti, self-employed visiting professionals, external contractors who provide services on behalf of Italia Conti, trainees, volunteers and other individuals who work or provide services on behalf of Italia Conti, Associate Schools & Companies. These individuals are collectively referred to as 'staff members of Italia Conti'.

This policy is in place to minimise the risks to Italia Conti through use of social media and to ensure consistent standards of use of social media.

All members of the Italia Conti community must be conscious at all times of the need to keep their personal and professional lives separate. This policy applies to personal use of social media as well as the use of social media for official Italia Conti purposes, including sites hosted and maintained on behalf of the Italia Conti Associate Schools and Companies.

It is not intended to affect the ability of the Italia Conti community to use relevant social media for purely professional purposes.

Under no circumstances may Italia Conti logos, crests, typefaces or brands be used or published on any personal web space or on any online, or offline medium without

prior consent, these are registered trademarks, patents and the intellectual property of Italia Conti.

Italia Conti may require users to remove internet postings which are deemed to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.

4. Legal Framework

Italia Conti is committed to ensuring that all staff members provide confidential services that meet the highest standards. All individuals working on behalf of Italia Conti and its Associate Schools and Companies are bound by a legal duty of confidence and other laws to protect the confidential information they have access to during the course of their work. Disclosure of confidential information on social media is likely to be a breach of a number of laws and professional codes of conduct, including:

- The Human Rights Act 1998
- Common Law duty of confidentiality
- The Data Protection Act 2018.

All Italia Conti representatives should be aware that information they share through social networking applications, even if they are on private spaces, are still subject to copyright, data protection and Freedom of Information legislation, the Safeguarding Vulnerable Groups Act 2006 and other legislation such as libel, defamation and harassment. All users must also operate in line with the Italia Conti's Equality of Opportunity Policy.

5. Principles

Italia Conti asks all users of social media to be responsible and respectful at all times. Users must be conscious at all times of the need to keep to personal & professional lives separate. They should not put themselves in a position where there is a conflict between their work for Italia Conti, Associate Schools and companies and their personal interests.

- Users should not engage in activities involving social media that might bring Italia Conti, its Associate Schools, or companies into disrepute
- Users must NOT present personal views as those of Italia Conti, its Associate Schools, or companies on any social medium
- Users should not discuss personal information about other students, staff, and the wider Italia Conti community they interact with on any social media;
- Users should not use social media and the internet in any way to attack, insult, abuse or defame any member of the Italia Conti community, e.g. staff, students, their family members, colleagues, other professionals, other organisations or Italia Conti, Associate schools, and companies or any other stakeholder.

6. Personal Use of Social Media

Students, staff and members of the wider community should not identify themselves as members of Italia Conti, its Associate Schools or companies in their personal webspace, unless specifically linked to an approved job role within the Italia Conti community where it serves a purpose to professionally market Italia Conti. This is to prevent information being

linked with Italia Conti and to safeguard the privacy of staff members, students and parents and the wider community.

Students should not have contact through any personal social medium with any member of staff whether from Italia Conti or any other school, other than those mediums approved by the Principal and Senior Management, unless the staff concerned are family members.

Information that staff members and students obtain in the course of their involvement with Italia Conti must not be used for personal gain nor passed on to others who may use it in the same way.

Staff members must not have any contact with students' family members through personal social media if that contact is likely to constitute a conflict of interest or call into question their objectivity.

Information that students and members of the wider Italia Conti community have access to as part of their involvement and association with Italia Conti and its Associate schools and companies, including personal information, should not be discussed on their personal web space.

If students and parents and wider members of the community wish to communicate with members of staff, they should only do so through official Italia Conti sites created for this purpose.

Photographs, videos or any other type of image of students and their families or images depicting staff members, clothing with Italia Conti logos or images identifying Italia Conti premises should not be published on personal or public web space without permission from Italia Conti, Associate schools & companies.

Students and the wider Italia Conti community should not post images or videos from Italia Conti events i.e. classes, rehearsals, and performances on any public social media site. This may be an infringement of copyright laws. Images taken at Italia Conti events, when such permission has been granted by Italia Conti are for the sole and private use of that individual and their use must be in accordance with the Data Protection Act 1998.

Staff members must decline the 'friend requests' they receive from current students in their personal social media accounts. This refers to Italia Conti's professional code of conduct as stated in the terms of employment.

All staff, parents, students and members of the wider community are strongly advised to ensure that they set the privacy levels of their personal sites as strictly as they can and to opt of public listings on social networking sites to protect their own safety.

7. Use of Social Media

Students should only use official Italia Conti sites for communicating with staff, or with other students to communicate with one another for the purpose of educational context

The Senior Leadership Team and IT staff have full responsibility for running the Italia Conti's official website, Facebook, Twitter, Instagram, and You Tube sites. No other social media platforms may be set up by any member of staff, student that may be associated and

recognised as Italia Conti.

8. Monitoring of Internet Use

Italia Conti monitors usage of its Internet, online content, online services, and email services without prior notification or authorisation from users.

Users of Italia Conti email and internet services should have no expectation of privacy in anything they create, store, send or receive using Italia Conti's ICT system.

9. Breaches of the Policy

Any breach of this policy that leads to a breach of confidentiality, defamation or damage to the reputation of Italia Conti, its Associate Schools and Companies or any legal acts or acts that render Italia Conti liable to third parties may result in legal action, disciplinary action or sanctions in line with the published Italia Conti policies for staff & students.

9.1 Relationship with other Italia Conti policies

If an internet post would breach any of Italia Conti's policies in another forum it will also breach them in an online forum. For example, users are prohibited from using social media to:

- breach the Internet and Digital Safety Policies;
- breach Italia Conti's obligations with respect to the rules of relevant regulatory bodies;
- breach any obligations they may have relating to confidentiality;
- breach the Italia Conti Behavior and Disciplinary Policies or related rules, policies and procedures;
- defame or disparage Italia Conti or affiliates, parents, staff, students, business partners, suppliers, vendors or other stakeholders;
- harass or bully other users in any way or breach the Italia Conti Anti-harassment and Bullying policy;
- unlawfully discriminate against other users or third parties or breach the Italia Conti Equal Opportunities policy;
- breach the Italia Conti Data Protection Policy (for example, never disclose personal information about a colleague, student, parent or other stakeholder online);
- breach any other laws or ethical standards (for example, never use social media in a false or misleading way, such as by claiming to be someone else or by making misleading statements).

Behaviour online can be permanent and so users must be extra cautious about what they say as it can be harder to retract.

Users must also be aware of the particular risks to internet security that social media presents and so to comply with the existing Italia Conti policy on internet security and Digital Safety, and must take any extra measures necessary not to allow any of their actions on social media sites to create vulnerability to any Italia Conti systems.

10. Related Policies

- Safeguarding and Child Protection Policy
- Student Code of Conduct
- Staff Code of Conduct
- E-Safety
- GDPR and Data Protection
- Anti-Bullying
- Bullying and Harassment
- Digital Safety Agreement