



London School  
of Jewish Studies

## **SOCIAL MEDIA POLICY**

Social media is a broad term for any kind of online platform which enables people to directly interact with each other. It allows people to share information, ideas and views. Examples of social media include blogs, Facebook, LinkedIn, Twitter, Google+, Instagram, Myspace, Flickr and YouTube.

### **Acceptable use**

Students and employees should be aware that content uploaded to social media is not private. Even if you restrict it to 'friends', there is still capacity for it to be re-posted or distributed beyond the intended recipients. Therefore, anyone using social media should conduct themselves with professionalism and respect.

You must not use social media to defame or disparage us, our staff or any third party; to harass, bully or unlawfully discriminate against staff or third parties; to make false or misleading statements; or to impersonate colleagues or third parties.

You must not express opinions on our behalf via social media, unless expressly authorised to do so by your manager. You may be required to undergo training in order to obtain such authorisation.

You must not post comments about sensitive business-related topics, such as our performance, or do anything to jeopardise our trade secrets, confidential information and intellectual property. You must not include our logos or other trademarks in any social media posting or in your profile on any social media.

You are not permitted to add business contacts made during the course of your employment to personal social networking accounts.

Any misuse of social media should be reported to your course tutor, or the CFO.

### **Guidelines for responsible use of social media**

You should make it clear in social media postings, or in your personal profile, that you are speaking on your own behalf. Write in the first person and use a personal e-mail address.

Be respectful to others when making any statement on social media and be aware that you are personally responsible for all communications which will be published on the internet for anyone to see.

If you disclose your affiliation with us on your profile or in any social media postings, you must state that your views do not represent those of your employer (unless you have been

authorised to speak on our behalf as set out in paragraph 3.3). You should also ensure that your profile and any content you post are consistent with the professional image you present to clients and colleagues.

If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until you have discussed it with your course tutor or the CFO.

If you see social media content that disparages or reflects poorly on us, you should contact your course tutor or the CFO.

### **Students and employees should not upload any content on to social media sites that:**

- is confidential to the school/LSJS or its staff
- amounts to bullying
- amounts to unlawful discrimination, harassment or victimisation
- brings the school/trust into disrepute
- contains lewd, sexually explicit, threatening or similarly inappropriate or offensive comments, images or video clips
- undermines the reputation of the school and/or individuals
- is defamatory or knowingly false
- breaches copyright
- is in any other way unlawful.

Students and employees should be aware of both professional and social boundaries and should not therefore accept or invite 'friend' requests from pupils or ex-pupils under the age of 18, or from parents on their personal social media accounts such as Facebook. All communication with parents via social media should be through the school/trust's social media accounts. Students and employees should note that the use of social media accounts during lesson time is not permitted.

### **Safeguarding**

The use of social networking sites introduces a range of potential safeguarding risks to children and young people.

#### **Potential risks can include, but are not limited to:**

- online bullying;
- grooming, exploitation or stalking;
- exposure to inappropriate material or hateful language;
- encouraging violent behaviour, self-harm or risk taking.

#### **In order to mitigate these risks, there are steps you can take to promote safety on line:**

- You should not use any information in an attempt to locate or meet a child.
- Ensure that any messages, photos or information comply with existing policies.

### **Reporting safeguarding concerns**

- Any content or online activity which raises a safeguarding concern must be reported to the lead safeguarding officer in the school/trust.

- Any online concerns should be reported as soon as identified as urgent steps may need to be taken to support the child.
- With regard to personal safeguarding, you should report any harassment or abuse you receive online while using your work accounts.

### **Reporting, responding and recording cyberbullying incidents**

- Staff and students should never engage with cyberbullying incidents. If in the course of your course or employment with this school/trust, you discover a website containing inaccurate, inappropriate or inflammatory written material relating to you, or images of you which have been taken and/or which are being used without your permission, you should immediately report this to a senior manager at your school.
- You should keep any records of the abuse such as text, emails, voicemail, website or social media. If appropriate, screen prints of messages or web pages could be taken and the time, date and address of site should be recorded.

### **Breaches of this policy**

Breach of this policy may result in disciplinary action up to and including dismissal from your course or role at LSJS. Any person suspected of committing a breach of this policy will be required to co-operate with our investigation.

You may be required to remove any social media content that we consider to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.

All incidents will be investigated. The member of staff or student will be expected to co-operate with the investigation which may involve:

- handing over relevant passwords and login details;
- printing a copy or obtaining a screenshot of the alleged unacceptable content;
- determining that the responsibility or source of the content was in fact the member of staff.

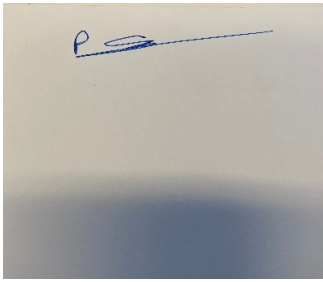
The seriousness of the breach will be considered including the nature of the content, how long the content remained visible on the social media site, the potential for recirculation by others and the impact on LSJS or the individuals concerned. If the outcome of an investigation leads to disciplinary action, the consequences will be dealt with in accordance with the appropriate procedures. Where conduct is considered to be unlawful, the school will report the matter to the police and other external agencies.

### **Legislation**

Acceptable use of social networking must comply with UK law. In applying this policy, the school/trust will adhere to its rights, responsibilities and duties in accordance with the following:

- Regulation of Investigatory Powers Act 2000
- General Data Protection Regulations (GDPR) 2018
- The Human Rights Act 1998
- The Equality Act 2010
- The Defamation Act 2013

Signed on behalf of LSJS:

A square image showing a handwritten signature in blue ink on a light-colored background. The signature is stylized and appears to be 'P. Gould'.

(Paul Gould, on behalf of senior leadership team, LSJS).

Date: June 2024

To be reviewed annually.