IMPERIUM FEDERATION

Policy	**Social Media**		
Date for Review	November 2025	**Schedule**	Annually
Date agreed by staff	November 2025	**Date agreed by GB**	November 2025

Introduction

This policy applies to all employees, agency staff, contractors, governors and all others with links (previous, current or future) to either the Imperium Federation or the Royal Borough of Greenwich.

Purpose

- This policy is in place to promote responsible usage of social media whilst minimising the risks to our federation through inappropriate use of social media; inform staff of their obligations with regard to the use of social media; and to enhance the continuing development of the federation through insight and intelligence gleaned through social media channels.
- This policy deals with the use of all forms of social media, such as Facebook, LinkedIn, Twitter, Wikipedia, Whisper, Instagram, WhatsApp, Tik Tok, YouTube, Blue Sky and all other social networking sites, internet postings and blogs - previous, current and future. It applies to use of social media for school purposes as well as personal use that may affect our federation in any way.
- This policy does not form part of any employee's contract of employment and may be amended at any time and any changes will be communicated to staff prior to becoming effective. However, it does form part of the standards published in relation to staff contracts and also the expectations of those within public life.
- The purpose of this policy is to inform staff of their obligations with regard to their own use of social media. If any member of staff, when dealing with our community, is subject to harassment or derogatory comments via social media, they should bring this to the attention of their line manager or a more senior manager as appropriate.
- Should the federation come across a derogatory social media post that refers to an employee by name, they will inform the employee's line manager. The norm would be to discuss the post with the affected employee, however this will be considered on a case by case basis. The post will be reported to the

social media platform. The employee's line manager will deal with the complaint following the same procedures for offline communications. It may also be necessary to provide a copy of the post to the Royal Borough of Greenwich, noted Union Representation, who will assess if the nature of the content justifies informing the police or other relevant authorities.

Roles and responsibilities

- Responsibility for monitoring and reviewing the operation of this policy and making recommendations for change to minimise risks lies with Executive Headteacher and the Governing Board who will review this policy annually to ensure that it meets legal requirements, draws upon best practice and reflects developments in social media use and technology.
- Managers have responsibilities for the effective implementation of this policy. This includes ensuring that their team members are given the opportunity to read and understand the policy and are aware of the standards of behaviour expected. Managers are not expected to monitor social media use from their team members, but are expected to take action when they are made aware of behaviour which falls below the level required.
- All staff are responsible for the success of this policy and should ensure that they take the time to read and understand it, adhere to the requirements described and ensure that their use of social media involving reference to the federation does not damage the reputation of the federation.
- Any misuse of social media should be reported to the relevant member of staff's line manager and in turn to the Executive Headteacher. Questions regarding the content or application of this policy should be directed to the Executive Headteacher.

Quick Checklist for Posting as the Imperium Federation	
1	Is the pupil cleared to have their image on line? **THIS IS VITAL!**
2	Have you ensured you have either only used their initial or first name so they cannot be easily identified?
3	Is your post spelt correctly? **THIS IS REALLY IMPORTANT!**

4	Have you written in plain, inclusive language so there is no ambiguity?
5	Have you linked the post to our other social media accounts?

Personal Use of Social Media

- Unreasonable use of social media for personal matters is not permitted during working hours or by means of federation computers, devices, networks and other IT resources and communications systems. This could potentially lead to disciplinary action.
- It is recognised that you may wish to monitor social media channels for work purposes via a personal account, for example following the X feeds or Linked-in postings of the federation or relevant stakeholders. This can provide the organisation with useful insight into how we are perceived and how we can develop our outreach.
- Such monitoring must be relevant to your work. It must not negatively impact on the time you spend on your core duties or be a mask for personal use of social media in work time. If you become aware of matters which are relevant to the business of the federation through social media monitoring, you should raise the issue with the relevant line manager.
- For social media sites or applications which are solely work or professionally based, such as LinkedIn or professional networking forums, you are permitted to state that you work at the Imperium Federation, and the capacity of your employment. Before doing so, you should consider if this is relevant or necessary, and if there are any security implications of doing so. Where your social media accounts are for personal use only, you do not need to say that you work for the Imperium Federation.

Prohibited Use

- You must not make any social media communications that could damage our interests or reputation, whether directly or indirectly.
- You must not use social media to defame or disparage the federation, our staff or any third party; to harass, bully or unlawfully discriminate against staff or any third parties; to make false or misleading statements; to directly or

indirectly make derogatory comments or use offensive or inappropriate language in any social media communication; or to impersonate colleagues or third parties.

- You must not express opinions or provide advice on behalf of the federation via social media, unless expressly authorised to do so by the Executive Headteacher.
- You should note that if you provide advice on social media in a personal capacity on matters which relate to the federation, the Royal Borough of Greenwich or educational matters, it is often easy for you to be identified as connected to the federation. Therefore your advice may be interpreted as reflecting an official Imperium Federation/Royal Borough of Greenwich line. You should therefore avoid exposing yourself to a situation where your advice or views could potentially be interpreted as those of the federation. Speak to your line manager as soon as possible if you think that there is a risk that this may have occurred.
- You must not post comments about sensitive business-related topics, such as our pupils' names, budget, internal investigations etc , or do anything to jeopardise our investigations, confidential information and intellectual property. You must not include our logos or other in any social media posting or in your profile on any social media.
- You are reminded of your duty of confidentiality to the Imperium Federation and the requirements of s.132 of the Data Protection Act with regard to inappropriate disclosure of information. This duty continues after you leave the Imperium Federation. You are also reminded of your contractual obligation not to undertake any activity which may embarrass the public image of the Imperium Federation.
- Any misuse of social media should be reported to the relevant member of staff's line manager and in turn to Human Resources and may result in disciplinary action in accordance with the Royal Borough of Greenwich's disciplinary policy. Disciplinary sanctions will be as described in the disciplinary policy, up to and including dismissal, depending on the nature of the misconduct identified. Examples of what may be regarded as gross misconduct include (but are not limited to): posting derogatory or offensive comments about the federation, colleagues, or parents/pupils; the deliberate or negligent disclosure of information about the federations activity; and the

posting of comments which may cause harm to the reputation of the federation.

School Representation - Use of Social Media

- If your duties require you to speak on behalf of the organisation in a social media environment, you must still seek approval for such communication from the Executive Headteacher. You may require to undergo training before you do so and impose certain requirements and restrictions with regard to your activities.
- Likewise, if you are contacted for comments about the organisation for publication anywhere, including in any social media outlet, direct the enquiry to the Executive Headteacher and do not respond without written approval.

Guidelines for Responsible Use of Social Media

- When making personal use of social media, (ie you are not posting in your capacity as an employee) you must not imply that you are posting on behalf of the federation, or as a member of federation staff. Write in the first person and use a personal email 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. On personal social networks and messaging services– even closed ones like Facebook and WhatsApp – you should be aware that posts can be shared outside of your network. If you make a posting which could bring the organisation into disrepute then you could be subject to disciplinary action. We would strongly advise that you do not use your real name in social media accounts (i.e. use an alias for Facebook, Instagram etc - so only your real friends can locate you).
- If you disclose your affiliation with us on your social media profile or in any social media postings, you must state that your views do not represent those of your employer (unless you are authorised to speak on our behalf as set out in section 6). You should also ensure that your profile and any content you post are consistent with the professional image you present to parents and colleagues.

- You should be aware that it is possible for social media users to connect the work you do for the federation with other social media postings. The likelihood of this is increased if you declare on business based social media that you work at the Imperium Federation. It is therefore important to remember that when posting in a personal capacity you may still easily be identified by other users as working for the federation even if you don't state it.
- 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 line manager.
- The privacy settings on social media apps and websites should give you control over how your personal information is used. All staff who use social media are advised to check their privacy settings before using a particular service and to review them regularly, particularly after any new settings are introduced.

References

Staff should never provide references for other individuals on social or professional networking sites, as such references, positive and negative, can be attributed to the organisation and create legal liability for both the author of the reference and the organisation.

Monitoring

- We reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems including but not limited to social media postings and activities. This may be done for legitimate business purposes which include ascertaining and demonstrating that expected standards are being met by those using the systems and for the detection and investigation of unauthorised use of the systems (including where this is necessary to prevent or detect crime).
- We will also search social media accounts as part of the Safer Recruitment Policy as directed by the DfE.

Breach of this Policy

- As stated in Section 5, breach of this policy may result in disciplinary action up to and including dismissal. All breaches will be investigated in accordance with the Royal Borough of Greenwich Disciplinary Policy and Procedure and the level of disciplinary action to be taken, if any, will be a matter of judgement for the chair of the disciplinary hearing.
- 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.