North Herts School Sport Partnership

Social Media Policy

Volume 3

Version History

Version	Date	Author	Summary of changes
1	April 2015	Jay Livermore	Document created
2	April 2017	Jay Livermore	Document reviewed, minor changes to SLT contact
3	June 2022	Jay Livermore	Document reviewed and updated

Distribution List

Name	Title
Jay Livermore	NHSSP School Games Organiser
Sine Bates	NHSSP Administrator
Joe Sherry	KTS Assistant Headteacher

Contents

1. **Rationale**

The widespread availability and use of social media brings opportunities to understand, engage, and communicate in new and exciting ways. It is important that we can use these technologies and services effectively and flexibly. However, it is also important to ensure that we balance this with our duties to our school, the community, our legal responsibilities, and our reputation. Our use of social networking has implications for our duty to safeguard children and young people. The policy requirements in this document aim to provide this balance to support innovation whilst providing a framework of good practice with respect to the use of Twitter. They apply to all members of staff.

2. **NHSSP guidelines**

NHSSP has developed its own 'Social Media Policy' to provide guidance of acceptable usage of the external social media site 'Twitter'. This states that:

- Only information classified as 'Public' may be posted to or exchanged through external social media
- NHSSP regards external social media as an additional channel to share news and information, and to communicate with local schools and partners
- Clear procedures must be in place for the management and use of this social media account

3. **Management**

The SGO (Jay Livermore) is responsible for the day-to-day management of any social media activity. Upcoming content will be shared at the termly progress meeting with the SGO Line Manager (Joe Sherry) to ensure no key dates or information is overlooked and is shared with KTS.

Each week the nominated person is responsible for undertaking the following:

- Checking at regular intervals throughout the week to see if there have been any responses to the social media account (e.g., retweets, direct messages, and mentions)
- Ensuring any key content is published
- Checking that any links contained within any posts are working and used correctly
- Checking the consistent use of hashtags and that the hashtags used are appropriate

Social media feedback will be delivered at the termly progress meeting.

4. **Password management**

The password for the NHSSP twitter account is of a high strength, containing a combination of 6+ letters, numbers, and special characters. The password is known to only three people within NHSSP.

The SGO is responsible for maintaining this password and changing it should there be any security threat to the NHSSP twitter account.

5. **Link to KTS**

The Knights Templar School is the host site of the North Herts School Sport Partnership and therefore NHSSP agrees to:

- Ensure the twitter account is entirely separate from any personal social media accounts held by members of staff, and linked to an official school email account
- Ensure the KTS logo features on the NHSSP twitter account to demonstrate the relationship between KTS and NHSSP to members of the community
- Ensure the URL and identity of the site is notified to the appropriate member of the SLT
- Ensure the content is solely professional and reflects well on KTS
- Ensure any inappropriate comments or abuse are reported to a member of SLT (Sarah Barker)

6.0. Twitter

Account name	
Handle	@NorthHertsSSP
Full name	North Herts School Sport Partnership
Name as displayed in tweets	North Herts SSP @NorthHertsSSP
Registered Address	JLivermore@ktemplar.herts.sch.uk

6.1. Guidelines

Do…

- Use twitter at least once a week to keep it up to date
- Allow students to follow the account
- Reply to public tweets
- Check you have consent before tweeting any photos
- Always be sensible and use professional judgement
- Be welcoming and inclusive in tone
- Be clear, use plain English and refrain from using excessive abbreviations
- Tweet relevant content and be careful when linking to external content
- Correct any mistakes, apologise, and issue a correction
- Follow appropriate organisation, professional and school accounts

Don't…

- Follow a personal account on twitter (students, teachers etc.)
- Allow someone to follow your personal account (if you have one)
- Use direct message to contact student accounts
- Tweet someone from your personal account (if you have one)
- Show your personal, political, or religious views from the NHSSP account by retweeting comments or opinions inappropriately
- Get drawn into one-on-one conversations
- Tweet personal information, such as contact details, as this can lead to spam and phishing scams etc.

6.2. Measurement

To judge the effectiveness of our Twitter activity we can record the following engagement (see appendix 1):

- Number of followers and types of followers (e.g., schools, clubs, individuals) where possible to ascertain
- Number of tweets
- Number of retweets
- Number of 'mentions'
- Number of 'favourites'
- Any issues or action required

6.3. Complaints

Any complaints should be acknowledged via Twitter; see wording below:

'Acknowledgement tweet:

Thank you for bringing this issue to our attention. Please DM or email us to discuss this further.'

We should only acknowledge that a complaint has been made, not accept liability. This should be posted publicly, so that we are seen to be dealing with the issue but resolved via a more appropriate channel.

6.4. Offensive comments or abuse

This type of comment should be recorded, removed, and must be reported to a member of SLT.

Appendix 1

Twitter Report

Date range				
New followers				
Engagement	**Tweets**	**Retweets**	**Mentions**	**Favourites**
Issues and Actions	**Date**	**Original comment**	**Reply sent**	**Recorded by**
Any other comments				