Budmouth College
Use of Social Media Policy

Governors' Committee responsible:	SAC and Personnel
Link Senior Leader responsible:	Jayne Simmonite
Date adopted	20th November 2013
Date Reviewed	March 2017
Review date:	March 2018

Working Together, Creating Opportunities

This Policy should be read in conjunction with the following Budmouth College policies and documents:

Policies	Documents
E Safety Policy Safeguarding Policy and Child Protection Procedures Dealing with Allegations of Abuse against Members of Staff and Volunteers Policy Code of Conduct Staff Code of Conduct for Safer Working Practices	Data Protection Act 1998 Human Rights Act 1998 Libel Act 1843 Defamation Acts 1952 and 1996 Protection from Harassment Act 1997 Criminal Justice and Public Order Act 1994 Malicious Communications Act 1998 Communications Act 2003, and Copyright, Designs and Patents Act 1988

The Policy has been reviewed using the equality impact assessment initial screening record and positive impact is explicitly intended and very likely.

All *policies* can be found on the College 'R' drive in the Policies folder.

Equality Impact Assessment – initial screening record

1. What area of work is being considered?	Use of Social Media
2. Upon whom will this impact?	All students and staff, volunteers, wider community

3. How would the work impact upon groups; are they included and considered?

The Equality Strands	Negative impact	Positive impact	No impact
Minority ethnic groups		✓	
Gender		✓	
Disability		✓	
Religion, Faith or belief		✓	
Sexual Orientation		✓	
Transgender		✓	
Age (N/A to pre-school and school children)		✓	
Rurality		✓	

4. Does data inform this work, research and/or consultation, and has it been broken down by the equality strands?

	NO	YES	Uncertain
Minority ethnic groups		✓	
Gender		✓	
Disability		✓	
Religion, Faith or belief		✓	
Sexual Orientation	✓		
Transgender	✓		
Age		✓	
Rurality	✓		

Does the initial screening highlight potential issues that may be illegal? ~~YES~~ / NO

Further comments:-

Do you consider that a full Equality Impact Assessment is required? ~~YES~~ / NO

Initial screening carried out by   Jayne Simmonite

Signed ………………………….   Date   March 17

Comment by Principal:
Date…………………

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1   INTRODUCTION

1.1   Budmouth staff and students will be using the latest technology to enhance learning. The internet now provides a range of social media tools that allow users to interact with one another but which are also constantly evolving.

1.2   While recognising the benefits of these media for the new opportunities in communication and staff/student interaction, this policy sets out the principles that Budmouth College staff and contractors are expected to follow when using social media.

1.3   The principles set out in this policy are designed to ensure that staff members use social media responsibly so that students and staff, and the reputation of the College, are safeguarded.

1.4   Staff members must be conscious at all times of the need to keep their personal and professional lives separate.

2   SCOPE

2.1   This policy applies to Budmouth College Governing Body, all teaching and other staff, whether employed by Dorset County Council or employed directly by the College, external contractors providing services on behalf of the College or the County Council, teacher trainees and other trainees, volunteers and other individuals who work for or provide services on behalf of the College. These individuals are collectively referred to as 'staff members' in this policy.

2.2   This policy covers personal use of social media as well as the use of social media for official College purposes.

2.3   This policy applies to personal webspace such as social networking sites (for example *Facebook*), blogs, mircoblogs such as *Twitter*, chatrooms, forums, podcasts, open access online encyclopaedias such as *Wikipedia,* social bookmarking sites such as *del.icio.us* and content sharing sites such as *flickr* and *YouTube.* The internet is a fast moving technology and it is impossible to cover all circumstances or emerging media - the principles set out in this policy must be followed irrespective of the medium.

3   LEGAL FRAMEWORK

3.1   Budmouth College is committed to ensuring that all staff members provide confidential services that meet the highest standards. All individuals working on behalf of the College 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, and
- the Data Protection Act 1998.

3.2   Confidential information includes, but is not limited to:

- Person-identifiable information, e.g. student and employee records protected by the Data Protection Act 1998
- Information divulged in the expectation of confidentiality
- College or Dorset County Council business or corporate records containing organisationally or publicly sensitive information
- Any commercially sensitive information such as information relating to commercial proposals or current negotiations, and

- Politically sensitive information.

3.3 Staff members should also be aware that other laws relating to libel, defamation, harassment and copyright may apply to information posted on social media, including:

- Libel Act 1843
- Defamation Acts 1952 and 1996
- Protection from Harassment Act 1997
- Criminal Justice and Public Order Act 1994
- Malicious Communications Act 1998
- Communications Act 2003, and
- Copyright, Designs and Patents Act 1988

3.4 Budmouth College could be held vicariously responsible for acts of their employees in the course of their employment. For example, staff members who harass co-workers online or who engage in cyberbullying or discrimination on the grounds of race, sex, disability, etc or who defame a third party while at work may render Budmouth College liable to the injured party.

4   PRINCIPLES – *BE PROFESSIONAL, RESPONSIBLE AND RESPECTFUL*

4.1 You must be conscious at all times of the need to keep your personal and professional lives separate. You should not put yourself in a position where   there is a conflict between your work and your personal interests.

4.2 You must not engage in activities involving social media which might bring Budmouth College into disrepute.

4.3 You must not represent your personal views as those of Budmouth College on any social medium.

4.4 You must not discuss personal information about students, Budmouth College staff and other professionals you interact with as part of your job on social media.

4.5 You must not use social media and the internet in any way to attack, insult, abuse or defame students, their family members, colleagues, Budmouth College, other professionals or organisations.

4.6 You must be accurate, fair and transparent when creating or altering online sources of information on behalf of Budmouth College.

5   PERSONAL USE OF SOCIAL MEDIA

5.1 Staff members must not identify themselves as employees of Budmouth College in their personal webspace. This is to prevent information on these sites from being linked with the College and to safeguard the privacy of staff members, particularly those involved in providing sensitive frontline services.

5.2 Staff members must not have contact through any personal social medium with any current students, whether from Budmouth College or any other College, unless the students are close family members.

5.3 Advice from all of major teaching unions, the Government, e-safety and safeguarding professionals is that College staff should **NOT** be friends with parents/carers of students on social networking sites.

5.4 Budmouth College does not expect staff members to discontinue contact with their family members via personal social media once the College starts providing services for them. However,

any information staff members obtain in the course of their employment must not be used for personal gain nor be passed on to others who may use it in such a way.

5.5   If staff members wish to communicate with students through social media sites or to enable students to keep in touch with one another, they can only do so with the approval of the College and through official College sites created according to the requirements specified in section 7 and Appendix A.

5.6 Staff members must decline 'friend requests' and must not 'follow' students (or parents/carers) in their personal social media accounts. Instead, if they receive such requests from students (or parents/carers) who are not family members, they must discuss these in non-specific terms in class and signpost students to become 'friends' of the official College Facebook page or 'follow' a department's Twitter feed.

5.7 On leaving Budmouth College service, staff members must not contact Budmouth College students by means of personal social media sites. Similarly, staff members must not contact students from their former schools by means of personal social media.

5.8   Information staff members have access to as part of their employment, including personal information about students and their family members, colleagues, Dorset County Council staff and other parties and College corporate information must not be discussed on their personal web space.

5.9   College email addresses and other official contact details must not be used for setting up personal social media accounts or to communicate through such media.

5.10   Staff members must not edit open access online encyclopaedias such as *Wikipedia* in a personal capacity at work. This is because the source of the correction will be recorded as the employer's IP address and the intervention will, therefore, appear as if it comes from the employer itself.

5.11   Budmouth College Logos must not be used or published on personal web spaces.

5.12   Access to social media sites for personal reasons is not allowed whilst at work.

5.13   Caution is advised when inviting work colleagues to be 'friends' in personal social networking sites. Social networking sites blur the line between work and personal lives and it may be difficult to maintain professional relationships.

5.14   Staff members are strongly advised to ensure that they set the privacy levels of their personal sites as strictly as they can and to opt out of public listings on social networking sites to protect their own privacy. Staff members should keep their passwords confidential, change them often and be careful about what is posted online; it is not safe to reveal home addresses, telephone numbers and other personal information. It is a good idea to use a separate email address just for social networking so that any other contact details are not given away.

6   USING SOCIAL MEDIA ON BEHALF OF BUDMOUTH COLLEGE

6.1   It is recommended that staff members use official College sites (i.e. Frog or the College email system) for communicating with students or to enable students to communicate with one another.

6.2   There must be a strong pedagogical or business reason for creating other officially sanctioned College websites to communicate with students or others. Staff must not create sites for trivial reasons which could expose the College to unwelcome publicity or cause reputational damage.

6.3   Officially sanctioned College websites must be created only according to the requirements specified in Appendix A of this Policy. Sites created must not breach the terms and conditions of social media service providers, particularly with regard to minimum age requirements.

6.4   Staff members must at all times act in the best interests of our students when creating, participating in or contributing content to social media sites.

7   MONITORING OF INTERNET USE

7.1   Budmouth College monitors usage of its internet and email services without prior notification or authorisation from users.

7.2   Users of Budmouth College email and internet services should have no expectation of privacy in anything they create, store, send or receive using the College's ICT system.   All communications between staff and students must be transparent, in the public domain and auditable. Under no circumstances are facilities like Direct Messaging are to be used.

8   BREACHES OF THE POLICY

8.1   Any breach of this policy may lead to disciplinary action being taken against the staff member/s involved in line with the Budmouth College Staff Handbook.

8.2   A breach of this policy leading to breaches of confidentiality, or defamation or damage to the reputation of Budmouth College or any illegal acts or acts that render Budmouth College liable to third parties may result in disciplinary action or dismissal.

APPENDIX A

Requirements for creating social media sites on behalf of Budmouth College

A.1   CREATION OF SITES

A.1.1   Staff members participating in social media for work purposes are expected to demonstrate the same high standards of behaviour as when using other media or giving public presentations on behalf of Budmouth College.

A.1.2   Prior to creating a site, careful consideration must be given to the purposes for using social media and whether the overall investment is likely to be worthwhile for achieving the proposed pedagogical outcome.

A.1.3   The proposed audience and level of interactive engagement with the site, for example whether students, College staff or members of the public will be able to contribute content to the site, must be considered and/or discussed with the College Student Safety Co-ordinator.

A.1.4   Staff members must consider how much time and effort they are willing to commit to the proposed site. They should be aware that maintaining a site is not a one-off task, but involves a considerable time commitment.

A.1.5   Subject Leaders must take overall responsibility to ensure that enough resources are provided to keep the site refreshed and relevant. It is important that enough staff members are trained and are able to maintain and moderate a site in case of staff absences or turnover.

A.1.6   There must be a careful exit strategy and a clear plan from the outset about how long the site will last. It must not be neglected, creating a potential risk to the College's brand and image.

A.1.7   Consideration must also be given to how the success of the site will be evaluated to assess whether the site has achieved the proposed pedagogical objectives.

A.1.8   Students must log on to the websites using their official Budmouth College user name and/or their official Budmouth College email address only. This is so site usage can be monitored and non-Budmouth users are easily identified.

A.1.9   Staff members must be readily identifiable and use an appropriate user name eg Mr/Mrs/Miss/Ms and their surname. They must also use their official Budmouth College email address.

A.2.0   Any application to set up a Facebook page will be declined.

A.2   CHILDREN AND YOUNG PEOPLE

A.2.1   When creating social media sites for children and young people and communicating with them using such sites, staff members must at all times be conscious of their responsibilities; staff must always act in the best interests of students.

A.2.2   When creating sites for children and young people, staff members must be alert to the risks to which young people can be exposed. Young people's technical knowledge may far exceed their social skills and awareness; they may post sensitive personal information about themselves, treat online 'friends' as real friends, be targets for 'grooming' or become victims of cyber-bullying.

A.2.3 If children and young people disclose information or display behaviour or are exposed to information or behaviour on these sites that raises safeguarding or other concerns, normal Budmouth safeguarding procedures must be followed. Failure to do so could expose vulnerable young people to risk of harm.

A.2.4 Staff members must ensure that the sites they create or contribute to for work purposes conform to the *Good Practice Guidance for the Providers of Social Networking and Other User Interactive Services* (Home Office Task Force on Child Protection on the Internet, 2008)

A.2.5 Staff members must also ensure that the webspace they create on third party sites comply with the site owner's minimum age requirements (this is often set at 13 years). Staff members must also consider the ramifications and possibilities of children under the minimum age gaining access to the site.

A.2.6 Care must be taken to ensure that content is suitable for the target age group and external contributors to the site are vetted.

A.2.7 Careful thought must be given to the profile of young people when considering creating sites for them. For example, the internet may not be the best medium to communicate with vulnerable young people (or indeed any age group). It may not be possible to maintain confidentiality, particularly on third-party-hosted sites such as social networking sites, where privacy settings may not be strong enough to prevent breaches of confidentiality, however inadvertent. If in doubt, you must seek advice from the Student Safety Co-ordinator or member of SLT.

A.2.8 When creating an activity on a social media website, staff must ensure it is accessible to **all** students. There may be students who do not have internet access or are not technologically able to access the website and would be excluded from the activity.

A.2.9 Prior to allowing students' access to the website, staff **must** discuss with all students the expectations for responsible behaviour and actions whilst online. The College Code of Conduct still applies to all students, even if accessing the website from home.

A.3   APPROVAL FOR CREATION OF OR PARTICIPATION IN WEBSPACE

A.3.1 Budmouth College social media sites can be created only by or on behalf of the   College. Site administrators and moderators must be Budmouth College employees   or other authorised people.

A.3.2 Approval for creation of sites for work purposes, whether hosted by the College or hosted by a third party such as a social networking site, must be obtained from the Student Safety Co-ordinator, using the form at Appendix B.

A.3.3 Be aware that the content or site may attract media attention. All media enquiries must be forwarded to the Principal immediately. Staff members must not communicate with the media without the advice or approval of the Principal.

A.4   CONTENT OF WEBSPACE

A.4.1 Staff members must not disclose information, make commitments or engage in activities on behalf of Budmouth College without authorisation.

A.4.2 Information provided must be worthwhile and accurate; remember what is published on the site will reflect on the College's image, reputation and services.

A.4.3 Stay within the law and be aware that child protection, privacy, data protection, libel, defamation, harassment and copyright law may apply to the content of social media.

A.4.4   Staff members must respect their audience and be sensitive in the tone of language used and when discussing topics that others may find controversial or objectionable.

A.4.5   Permission must be sought from the relevant people before citing or referencing their work or referencing service providers, partners or other agencies.

A.4.6   Staff members participating in Budmouth College-hosted or other approved sites must identify who they are. They must disclose their positions within the College on these sites.

A.4.7   Staff members must never give out their personal information such as home contact details or home email addresses on these sites.

A.4.8   Personal opinions should not be expressed on official sites.

A.5   CONTRIBUTORS AND MODERATION OF CONTENT

A.5.1   Careful consideration must be given to the level of engagement of contributors – for example whether users will be able to add their own text or comments or upload images.

A.5.2   Sites created for and contributed to by students must have the strongest privacy settings to prevent breaches of confidentiality.

A.5.3   The content and postings on Budmouth College-hosted sites must be moderated. Moderation is the responsibility of the team that sets up or initiates the site.

A.5.4   The team must designate an approved Administrator whose role it is to review and moderate the content, including the removal of comments which breach the College's rules. It is important that there are enough approved moderators to provide cover during leave and absences so that the site continues to be moderated.

A.5.5   For third-party-hosted sites such as social networking sites used for work purposes, the responsibility for protection and intervention lies first with the host site itself. However, different sites may have different models of intervention and it is ultimately the responsibility of the staff member creating the site to plan for and implement additional intervention, for example in the case of content raising child safeguarding concerns or comments likely to cause offence.

A.5.6   Behaviour likely to cause extreme offence, for example racist or homophobic insults, or likely to put a young person or adult at risk of harm must never be tolerated. Such comments must never be posted or removed immediately and appropriate authorities, for example the police or Child Exploitation and Online Protection Centre (CEOP), informed in the case of illegal content or behaviour.

A.5.7   Only under exceptional circumstances are external individuals to be permitted to contribute directly to a College-hosted website. Staff who are responsible for the site must carefully weigh-up the advantages and disadvantages of allowing an individual direct access to students. The guiding principle must be student safety and if in doubt seek advice. If using Twitter, external individuals or organisations can be followed, but are not allowed to follow individual students.

APPENDIX B

Budmouth College

Social Media Site Creation Approval Form

Use of social media on behalf of Budmouth College must be approved prior to setting up sites.

Please complete this form and forward it to the College's **Student Safety Co-ordinator.**

TEAM DETAILS	
Department	
Name of author of site	
Author's line manager	

PURPOSE OF SETTING UP SOCIAL MEDIA SITE (please describe why you want to set up this site and the content of the site)	
What are the aims you propose to achieve by setting up this site? What is the proposed content of the site?	

PROPOSED AUDIENCE OF THE SITE
Please tick all that apply.

☐ Students of Budmouth College
☐ Budmouth College staff
☐ Students' family members
☐ Students from other Colleges (provide names of Colleges)
☐ External organisations
☐ Members of the public
☐ Others; please provide details

PROPOSED CONTRIBUTORS TO THE SITE
Please tick all that apply.

☐ Students of Budmouth College
☐ Budmouth College staff
☐ Students' family members
☐ Students from other Colleges (provide names of Colleges)
☐ External organisations
☐ Members of the public
☐ Others; please provide details

ADMINSTRATION OF THE SITE

Names of administrators (the site must have at least 1	

approved administrator)	
Names of moderators (the site must have at least 1 approved moderators)	
Who will vet external contributors?	
Who will host the site?	☐ Budmouth College ☐ Third party; please give host name
Proposed date of going live	
Proposed date for site closure	
How do you propose to advertise for external contributors?	
If contributors include children or adults with SEN, how do you propose to inform and obtain consent of parents/carers or responsible adults?	
What security measures will you take to prevent unwanted or unsuitable individuals from contributing or becoming 'friends' of the site?	

APPROVAL

(approval from relevant people must be obtained before the site can be created. The relevant managers must read this form and complete the information below before final approval can be given by the headteacher).

Teacher **I have read this policy and my use of social media will comply with both this policy and the website's Terms and Conditions.**	Name	
	Signature	
	Date	
Subject Leader/Line Manager **I approve the aims and content of the proposed site.**	Name	
	Signature	
	Date	
Student Safety Co-ordinator **I approve the aims and content of the proposed site.**	Name	
	Signature	
	Date	
SLT **I approve the aims and content of the proposed site.**	Name	
	Signature	
	Date	

APPENDIX C

Guidance Notes & Advice on Using Twitter.

Purpose:

Small-scale blogging, forces clarity of thought can be used to engage in discussion/revision. Primarily 'headline' thoughts and ideas directing students and parents/carers to interesting websites or articles for them to read and consider.

Good for:

Raising awareness of ideas and interesting websites which do not require further comment or discussion by staff or students, e.g. 'on this day in history' or an article relating to past work.

Twitter can also post automatically when a Wordpress blog is updated – should a Wordpress blog be hosted by a subject/department. Equally a Twitter feed can be shown on a Wordpress blog. In the same way Twitter updates can be posted to a Facebook page.

Interacting with a wider audience to encourage discussion/revision and participation from students.

- Should only be 'own' tweets as far as possible though 'retweets' may be relevant (profile should comment on fact that 'retweets do not mean endorsement of views')
- If an interesting article appears, this should be checked by staff and then tweeted directly with commentary stating who it might particularly apply to.
- Encouraging discussion and participation in learning beyond Budmouth.

Potential problems:

Students/parents/carers may wish to try to interact with the feed directly – re-tweeting what has been posted, or @mentioning feed or attempting to DM (direct message) the user. This clearly has potential pitfalls in terms of both child and staff protection, therefore it is important that staff think carefully about what and how they post.

Direct messaging **must not** be engaged with. If used, students/parents/carers/carers should understand that Twitter is a medium through which we are disseminating information and hosting direct Teaching and Learning related discussions, if they wish to communicate 'privately' with staff/departments they should contact us directly through College systems.

As Twitter is public you can also attract followers with no connection to College at all, this should be carefully monitored by the designated person in order to 'block' any irrelevant parties.

Protocol:

To maintain the public face of the College Twitter usernames and feeds should all follow the same pattern.

Staff should be aware that these are public forums accessible to all and that we have a responsibility to educate ourselves and our students in safe and positive use of social media. Staff wishing to initiate a Twitter feed, or account, must first discuss the pedagogical objectives and relevance with their SL before applying for SLT clearance. Staff wishing to engage in the use of Twitter for Teaching and Learning should attend a training session which will look at how to manage Twitter as a Teaching and Learning tool both inside and outside the classroom and how they

can use Twitter personally to develop a PLN (Personal Learning Network) for CPD purposes. It will also introduce staff to Storify and other ways of collating information from Twitter as well as an overview of Tweetdeck and Hootsuite (see below for more on these).

Department profiles should actively curate their own lists of accounts to follow to encourage students to follow other relevant learning possibilities. This might be subject associations (Historical, National Geographic) or newspapers or lecturers/other teachers using Twitter to promote learning. Whilst students should 'follow' these profiles; the department profile **must not** 'follow' the student back – this will prevent communication with students via **D**irect **M**essaging (DM).

The use of Tweetdeck or Hootsuite allows a user to manage multiple profiles and also to follow particular # in order to manage conversations. Twitter apps on Smartphones allow the user to load multiple profiles and swap between them. For staff users Tweetdeck and Hootsuite also allow you to manage tweets in terms of setting a time and date for a tweet to be 'released' meaning that you can prepare a flow of tweets ahead of time rather than having to revisit regularly if that suits your purpose.

Usernames must be readily identifiable as official Budmouth College names and include 'budmouth' e.g. @budmouthsociology, @budmouthhistory, @budmouthfrench, @budmouthmaths etc.

Students will then set up a twitter identity using their Budmouth email address and username.

Using Twitter to engage with students using twitter 'chats'.

Using Twitter as a revision tool or to connect with relevant people outside of College (e.g. interviewing David Starkey!)

- Pick a date/time/topic and share with class/year group
- Use the appropriate hash tag their subject #budchathist #budchatphys etc. this might also be a tag for an exam paper e.g. #SCLY1
- Prepare a set of questions (4-6 for a 30-45 minute 'chat') beforehand, perhaps getting suggestions from the group (this can also be done via Twitter)
- On the day tweet a 5-minute warning to remind participants that the chat will be commencing
- Tweet an introduction and reminder of what the chat will focus on, you might ask participants to 'register' by tweeting their presence
- Set the questions at 5-10 minute gaps (depending on level of response/participation) using Q1, Q2 etc. to allow participants time to respond (using A1, A2 etc.) this also will allow you to retweet particularly interesting or useful responses and for the participants to respond to each other if they choose to follow the hash tag
- Tweet a warning of the last question coming up and again to let the participants know you are wrapping up the session.
- Use a programme like 'Storify' to collate the 'chat' so all students can access it whether they participated or not, tweet and post the link within 24 hours of the 'chat'
- Repeat as often as required.

Host a Q&A with a relevant person, contacted and agreed beforehand – as above, at an agreed time send through the questions and wait for the response, Storify for future reference. This could be a lecturer, prominent practitioner or role model. Using staff proxy this could be 'live' as part of a lesson (also consider SKYPE for this experience).

Using Twitter as a support tool:

- Students are perhaps more likely to use Twitter than email, this also has the advantage of being an open forum
- Students focusing on homework or revision etc. may require some extra information/support whilst completing the task.
- Staff can set boundaries as to when they might respond – for example it would be unreasonable for a student to tweet a question late at night and expect a response immediately – staff should set boundaries which state for example that they will be available between 6-7pm on a particular day. This is up to the staff member to decide how and when they feel comfortable engaging outside of the structured College day.

There are a number of sites with advice and ideas on how to use Twitter to engage students further as well as how to host chats, how to use # tags effectively etc.

National Education Association (USA) intro to Twitter

Getting started - a teacher's perspective

Another teaching view of the value of Twitter

Some ideas on how to use Twitter in the classroom

Storify

A whole range of other links with more information

APPENDIX D

Guidance Notes & Advice on Using Wordpress.

Purpose:

To blog – inform stakeholders of information pertinent to them. Updates on trips, subject news (**not a forum to post individual student names in full etc. e.g. for lists of student of the week)**. Can be used as a discussion forum engaging either class groups or cross-class/cross-year groups or even whole College. Open forum so reduced issues with communicating with individual students outside of College systems as cannot communicate with individuals through this system.

Can be used individually for department/subject blogs, could also be considered for use to develop BudMouth (Huffington Post style) blog.

Good for:

Opinions polls using Polldaddy software attached to Wordpress.

Ability to host discussions on ideas/news stories etc. via comments – better than FROG as allows direct response to comments creating discussion. Information pages about/for relevant groups/classes.

Safe environment for sharing Twitter feed.

Linking groups across years – everyone studying a particular text/topic etc. could comment on same blog post broadening interaction and developing thinking all levels of ability could contribute to same discussion, extending understanding for students.

Directing students to particular topics, which might be beyond the specific topics covered in the classroom – extended/independent learning with inbuilt stretch and challenge.

Showing students/parents/carers/carers at all KS what is going on across a department – aspiration building, encourage students to consider opting for subjects at KS4/5.

- One central account with a number of blogs attached. Easily monitored by SL & SLT.
- Can enable more than one staff member to administrate/access account with differing levels of access
- Settings **must** disable sharing – this means posts **cannot** be shared via FB, another Wordpress blog etc.
- Settings **must** be changed to ensure that comments are checked by administrator before publishing.
- Not necessary for students to be members in order to comment – however, students **must** use their College email address to identify themselves and should give first name and initial only.
- Fully customizable to reflect departmental focus

- Blog posts archived – so need to rewrite blog posts each year, can have students build on prior experience or access prior posts for the information needed now.
- College 'Huffington Post' could also host guest bloggers – this could be particularly useful for the purposes of IAG.

Potential problems:

Outside people following or commenting on blog; however this is counteracted by the ability to quality control comments before publishing, there is no need to publish comments which do not contribute effectively. Limited problems relatively speaking to other forms of Social media Wordpress is a highly regarded blogging site, which is not blocked in any way by SWGFL.

Ability to filter for language use – this must be set by the administrator and will automatically filter out specific words/phrases, but also can be set at level of 'censorship'.

Protocol when using Wordpress:

To maintain the public face of the College Wordpress blog names should all follow the same pattern for all official Budmouth College-hosted sites e.g. budmouthhistory.wordpress.com; budmouthsociology.wordpress.com.

Staff should be aware that these are public forums accessible to all and that usage/content should be agreed with Subject Leader before an application is made to initiate the site.

Wordpress does not require students to become members in order to comment; though they must leave an email address this is not published with their comment (though is visible to the administrator) – see above. Wordpress is an open blogging site, which is highly regarded for the quality of its blog hosting. Wordpress is open to all students at all KS.

Students accessing the blog **must** use their Budmouth email address.

There should be a singular account for each department – although departments may then create separate blogs under this account for each subject (e.g. English Language/English Literature/Media) if the subject wishes.

Departments/teachers wishing to engage their students through the use of Wordpress **must** take responsibility for spending some time educating and reinforcing prior discussions on the responsible use of Social Media and the potential impact on future employment and engagement in further education.

Stakeholders are able to 'follow' the blog via email and therefore will be informed automatically when the blog is updated. Blogs can also be linked to Twitter and will automatically 'post' to these sites to inform followers of an update or new blog post. Equally a Twitter feed can also be shown on a Wordpress blog, allowing access to those who choose not to use Twitter.

Wordpress pages on blogs can be used as an additional site to share good links for students to look at when considering various topics, including other blogs to follow.

Using Wordpress to engage students in discussion:

Staff/students write a blog post about a relevant subject – OLA task is for the class to go away, read the post and respond, they are encouraged to return at least once to observe the comments from staff in response and also to consider what other students have written. Examples of this kind of engagement can be seen at budmouthhistory.wordpress.com/

Departments could ask a guest blogger from an area of interest to write a post for them on a subject basis and have students respond to this. Students could also associate with those in other educational establishments we have links with – exchange schools etc.

APPENDIX E

Guidance Advice on Security Settings & Safe Use.

Students MUST be 13 years or over to use Twitter.

Twitter is a great microblogging service. By remembering some simple tips you will remain safe and secure and enjoy the service for a long time.

Remember

- Twitter is a social networking service; all your tweets can be seen or searched by anybody.

- Protecting your account prevents people from following you automatically. It also stops people you haven't approved reading or searching your tweets. If you wish to protect your account you can do so in the Settings.

- Use a strong password to stop your account from being hacked and change it regularly.

A Guide to Safe Use for Young People

- Don't post any personal information like your age, where you live, mobile phone number.

- It is very easy to tweet something in the heat of the moment and regret it later. Never post anything that could upset somebody else.

- If you find something upsetting don't reply; tell an adult you trust. If it carries on, "block" the sender.

- Remember that not everybody is who they say they are.

- If somebody asks you to meet them in the real world, tell your parents/carers or an adult.

IF YOU ARE BEING BULLIED OR HARASSED TELL AN ADULT STRAIGHT AWAY.