



# CTT

## TRAINEE SOCIAL MEDIA POLICY

2020/2021

<i>At the time of publishing the following roles were held:</i>	
SCITT LEAD	<b>MRS. W. KENDALL</b>
CHAIR OF THE CTT BOARD	<b>MRS. V. HEPBURN-FISH</b>

Approved by <sup>1</sup>	
Name:	Mrs. V. Hepburn-Fish
Position:	Chair of the Board of Directors of CTT
Signed:	<i>V. Hepburn - Fish</i>
Name:	Mrs. W. Kendall
Position:	SCITT Lead
Signed:	<i>Wendy Kendall</i>
Date:	September 2020
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## Social Media Policy for Trainees

### Contents

#### Definitions

“Social media” is used here to describe dynamic and socially-interactive, networked information and communication technologies by which personal information or opinions can be presented for public consumption on the Internet. Examples include (but are not restricted to): blogs, micro-blogging, video sharing sites, image sharing sites, SMS text messaging, social networking sites, anonymous sharing apps, fitness trackers, location tracking services and commenting facilities within other online properties. The use of these facilities is not restricted to specific types of devices and may allow interaction through the use of PCs, laptops, netbooks, tablets, smartphone apps and any other internet-enabled devices.

“Online presence” is used here to describe any interactions that you have on the internet e.g. posting, commenting or communicating through “social media”.

“Trainees” is used here to refer to enrolled Trainees at CTT

“You” and “your” are used here to refer to you as an individual and in your role as a “Trainee” of CTT.

#### Introduction

Social Media has become ubiquitous and popular sites including Facebook, Twitter, and YouTube may form part of your communications with CTT or be included within your course. The widespread use of social media sites and tools has created an increased opportunity for media communications that have an impact upon you, as an individual, your academic life, your future profession and CTT

This policy will be reviewed periodically but may require updates at any time under exceptional circumstances. Any changes will be communicated to all current Trainees through e mail

CTT staff and Trainees can access the latest version of this policy on CTT website

#### Aims and Objectives

The purpose of this Social Media Policy and associated guidelines is:

- ☐ to encourage **good practice**
- ☐ **to protect** CTT, its staff, Trainees, partner organisations and clients
- ☐ to clarify where and how **existing policies** and guidelines apply to social media
- ☐ to **promote effective and innovative use** of social media as part of CTT’s activities

## Scope

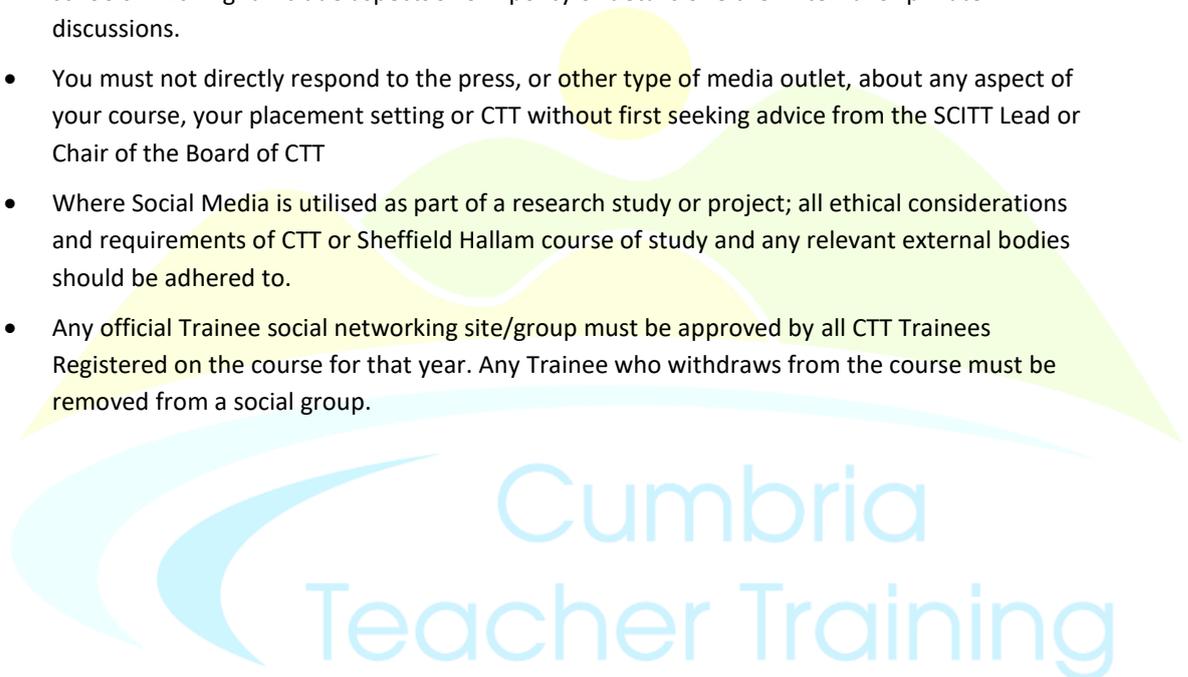
This policy applies to all trainees enrolled at CTT.

## The Policy Principles

### *Responsibilities*

- It is your responsibility to read and act in accordance with the principles of this policy and associated guidelines and you should review any updates to these documents when notified of changes.
- It is your responsibility to read and act in accordance with the rules and guidelines set out by individual social media, social networking and website hosting companies, services and providers.
- CTT will ensure this policy and guidelines are accessible to staff and trainees and incorporate in induction information. CTT will periodically review and update the policy and guidelines and any other associated policy and guidelines. Staff and trainees will be notified of any significant changes.
- CTT reserves the right to monitor references to CTT on the Internet and to investigate incidents that may breach this policy and the associated guidance.
- You must abide by CTT's trainee code of conduct and any Code of Conduct, Code of Ethics or guidance provided by the Professional Body that either funds or oversees your training and education e.g. National College for Teaching & Leadership (NCTL). Breaches of these Codes of Conduct can affect your ability to progress to the next level of study and can adversely impact on your future career choices by affecting your suitability to gain professional accreditation.
- You must avoid bringing CTT into disrepute in any way, as this may constitute a breach of the Trainee Code of Conduct.
- You must abide by the relevant Fitness to Practice / Fitness to Teach / Professional Values policies as provided by, or referred to within, your programme of study.

- You should not use your online presence in any way that may compromise your current or future fitness to practice.
- You must exercise caution when considering social interactions or personal engagement with staff, service users, trainees or parents from a placement setting. Inappropriate contact may breach the conditions of Codes of Conduct or Fitness to Practise policies. You are advised to immediately notify the SCITT Lead / Chair of the Board for clarification.
- You must not use your site to attack or abuse anyone and you should respect the privacy and the feelings of others at all times.
- You must not include contact details, pictures or other identifying information relating to members of staff, service users, or children without their prior permission.
- You should not include contact details, pictures or other identifying information relating to other trainees where those trainees do not want these details to be shared. If in doubt, always contact the SCITT Lead for advice.
- Do not reveal confidential information about CTT or its staff, trainees, partner organisations or schools. This might include aspects of CTT policy or details of either internal or private discussions.
- You must not directly respond to the press, or other type of media outlet, about any aspect of your course, your placement setting or CTT without first seeking advice from the SCITT Lead or Chair of the Board of CTT
- Where Social Media is utilised as part of a research study or project; all ethical considerations and requirements of CTT or Sheffield Hallam course of study and any relevant external bodies should be adhered to.
- Any official Trainee social networking site/group must be approved by all CTT Trainees Registered on the course for that year. Any Trainee who withdraws from the course must be removed from a social group.



- If you already maintain an online presence or intend to initiate one; you should not declare, imply or indicate that your posts, comments or views are representative of the CTT. This does not exclude you from offering your own views and personal opinions, but it is your responsibility to adhere the trainee code of conduct if you are in any doubt, you should discuss the content with the SCITT Lead You may also want to include a simple and visible disclaimer such as "these are my personal views and not those of CTT.
- If you think anything about your internet presence gives rise to concerns about a conflict of interest and in particular concerns about confidentiality this must be discussed immediately with the SCITT Lead
- Remember that if you break the law on your site (for example by posting something defamatory or by breaching copyright laws through posting content own by another person or entity), you will be held personally responsible.

### Links to other Policies

All existing CTT policies concerning students also apply to the use of social media.

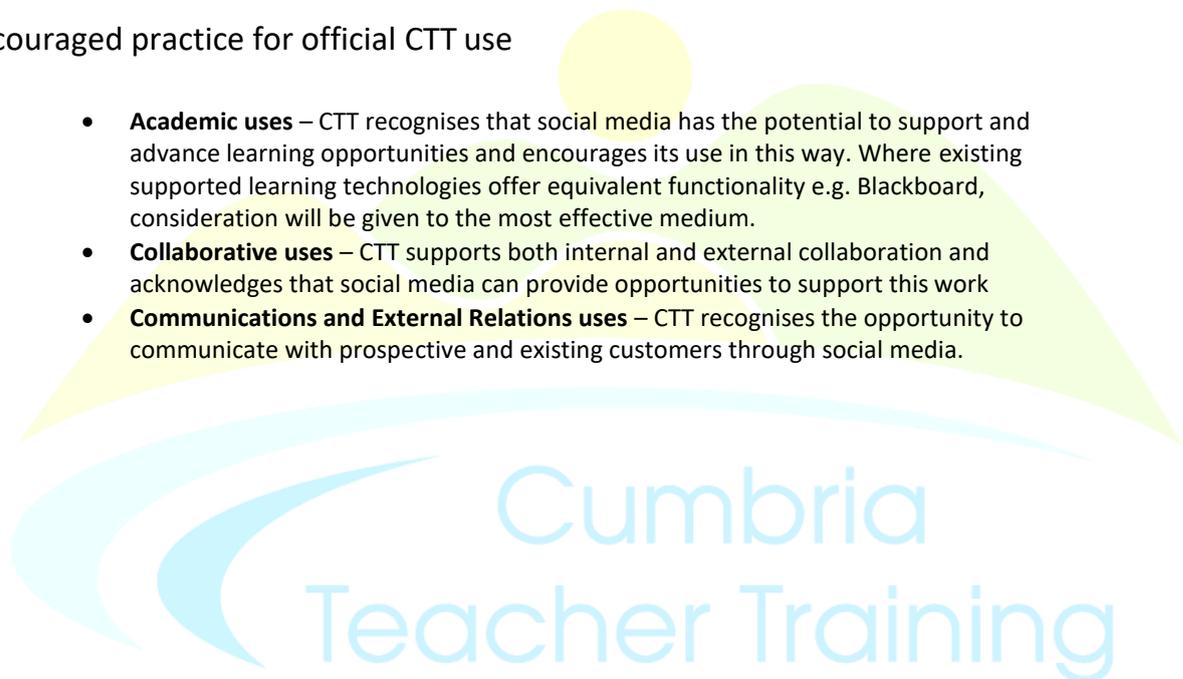


## General guidelines for trainees

- Trainees should take effective precautions when utilising social networking sites to ensure their own personal safety and to protect against identity theft.
- Any group which wishes to actively engage with prospective students should seek the advice and approval of the SCITT Lead of CTT or the Chair of the Board of CTT.
- Trainees need to consider intellectual property rights, copyright and ownership of data when using social media.
- Individuals should exercise caution when interacting with, and responding to, potentially contentious posts on social media sites.
- CTT will continually review the use of social media and may modify its policies should the status of particular social media services or products change e.g. if charges are introduced, changes made to the way content is used, terms of use are changed, if a site closes down or a new service begins.

## Encouraged practice for official CTT use

- **Academic uses** – CTT recognises that social media has the potential to support and advance learning opportunities and encourages its use in this way. Where existing supported learning technologies offer equivalent functionality e.g. Blackboard, consideration will be given to the most effective medium.
- **Collaborative uses** – CTT supports both internal and external collaboration and acknowledges that social media can provide opportunities to support this work
- **Communications and External Relations uses** – CTT recognises the opportunity to communicate with prospective and existing customers through social media.



- **Trainee uses** – prospective and existing trainees, along with others who have an interest in CTT, are active in social media, e.g. setting up Facebook groups and blogging. Possible responses to any contentious issues identified in unofficial social media sites should be referred to the SCITT Lead or Chair of the Board of CTT

### Other potential uses

- It is not the intention of CTT to actively monitor students' personal social media activity. Action may be taken, and social media content reviewed, in circumstances where a breach of policy or abuse is alleged, but individual students' privacy will be respected in compliance with CTT's Data Protection Policy.
- CTT will not refer to social networking sites when assessing student applications and job applications unless such sites are specifically highlighted in the application. CTT will assess all applications only on the information provided.
- CTT may refer to social networking sites when investigating breaches of discipline, e.g. cheating, harassment, anti-social behaviour.
- CTT may monitor forums and blogs to gain indirect feedback on CTT services and facilities. CTT may post replies on forums or blogs to answer queries or address factual corrections but would generally take a cautious approach before getting involved in contentious issues.
- CTT reserves the right to take any necessary steps to protect its facilities, staff and trainees from malware (malicious software) including blocking sites where this is an issue.
- If a complaint is received that a student or staff member is being bullied or harassed, then actions may be taken via appropriate procedures.

### **Disability Discrimination, Equality of Opportunity and quality and Diversity Impact Assessment Statements**

- The Equality Act 2010 covers the “protected characteristics” of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief (including lack of belief), sex and sexual orientation.
- Within the Equality Act it remains permissible to treat a disabled person more favourably than a non-disabled person. It remains lawful to make

reasonable adjustments in relation to employment, education and services to ensure that there is true equality of opportunity for disabled people.

- This policy and its implementation will be monitored, as appropriate, in line with relevant legislation for its impact on different equality groups. This process will provide a check on whether there are any differences and allow CTT to assess whether these differences have an adverse impact on any particular group such that appropriate action is taken.

These are important issues and further information should be sought from the SCITT Lead or Chair of the Board of CTT

## **Records Management Statement**

- The records associated with this policy are controlled by the Board of SCITT Leads of CTT and will be created, stored and disposed of in line with CTT's Records Management guidelines and procedures.
- CTT is committed to complying with the requirements of Data Protection legislation and regulations and any personal data created as part of this policy will be processed in accordance with CTT's Data Protection Act procedures. This includes ensuring that data is held securely, is not disclosed unlawfully and is destroyed when no longer needed.
- CTT also aims to ensure that users of this policy are aware of Data Protection, Freedom of Information and Records Management issues associated with this policy.

## **PREVENT Duties**

- CTT has a legal responsibility in relation to the Counter Terrorism and Security Act 2015 and the Prevent Statutory Duty, incorporated into CTT's wider safeguarding and wellbeing responsibilities and commitments to its trainees and staff. Concerns that trainees may be in breach of this legislation may be dealt with through existing Safeguarding mechanisms and/or the Trainee Progress Review/Student Code of Conduct and may be referred to relevant external bodies such as the Police.

## **Risk Management Statement**

Failure to comply with this policy could lead to:

- CTT being brought into disrepute
- Trainees contravening the Trainee Code of Conduct
- Inappropriate posts online leading to trainee compromising their programme, professional accreditation and employment outcomes and in worse case scenarios students facing legal action
- Cyber bullying (students or staff)

- Failure to comply in one of more areas of legislative, regulatory and contractual compliance/obligation leading to negative financial and/or reputational consequences and impacting on the achievement of institutional or operational objectives

## **Roles and Responsibilities**

*It is the responsibility of:*

- CTT Board to oversee the Policy via Governance structures
- Leadership and Management Team to endorse and support the Policy's implementation
- Staff members to be aware of Trainee Social Media Policy
- Trainees to adhere to the Policy and seek necessary permissions and guidance as found in the Policy.

