

ENGLISH NATIONAL BALLET SCHOOL

SOCIAL MEDIA POLICY

SEPTEMBER 2023

Introduction

English National Ballet School recognises and embraces the benefits and opportunities that social media can bring as a tool. It can be used to share news, information, and successes, keep staff and students up to date with important developments and promote academic freedom through healthy debate about research and matters of public interest. There is, however, an inherent risk involved in using social media, in that it is an instantaneous and far-reaching form of communication. English National Ballet School encourages engagement, collaboration, and innovation through social media; however, all must be aware of the potential impact that inappropriate use can have on staff, students, and the reputation of English National Ballet School.

This policy does not form part of any employee's contract of employment or any student's contract with English National Ballet School and it may be amended from time to time, consulting as appropriate. The Communications Manager has overall responsibility for this policy, which will be reviewed annually.

This policy should be read in conjunction with the School's other Policies and Procedures, including, but not limited to,

- Data Protection Policies and Procedures
- E-Safety and ICT Policy (with acceptable use agreements)
- Safeguarding Policy
- Staff and Student Code of Conducts

Scope

For the purpose of this policy, social media is defined as any online interactive tool that encourages participation, interaction, and exchanges. New forms of social media appear on a regular basis; at the moment, examples of popular platforms include Facebook, Instagram, TikTok, Instagram, Threads, Snapchat, X, YouTube, LinkedIn, WhatsApp and reddit, as well as blogs, discussion forums, instant messaging and any website that allows public commenting or posting. These examples will be updated from time to time, but this policy applies to all social media use whether expressly listed in this paragraph.

This policy is intended to cover the use of all, and any social media platforms used by staff or students of English National Ballet School, subject to the limitations set out below.

English National Ballet School acknowledges that some of its staff and students use social media as a form of professional communication, through official School websites and accounts and/or by using English National Ballet School name and logo. Further guidance on the use of social media to represent yourself and/or your work in a professional context can be given by the Communications Manager. For the avoidance of doubt, all communications are within the scope of this policy. All staff and students establishing a social media account or presence for work-related content should seek prior advice and approval of intended content from their tutor, line manager, or the Communications Manager.

Professional communications include staff and students using official English National Ballet School affiliated accounts and those referencing or communicating on behalf of the School.

English National Ballet School acknowledges that its staff and students may use social media in their private lives and for personal communications. Personal communications include those made on, or from, a private social media account, such as a personal page on Facebook, a LinkedIn profile or a personal blog. It may be possible from those accounts to identify you as associated with English National Ballet School, so that in some cases your activity may fall under the scope of this policy.

In all cases where a private social media account is used that identifies English National Ballet School, it must be made clear that the views expressed on or through that social media account do not represent the views of English National Ballet School. Your accounts should include an appropriate disclaimer such as: "The views expressed here are my own and in no way reflect the views of English National Ballet School."

Roles and responsibilities

All staff and students are responsible for:

- (a) ensuring that any use of social media is conducted in line with this and other relevant policies;
- (b) ensuring English National Ballet School's Digital Officer is informed and has approved when an account representing a function of English National Ballet School is to be created;
- (c) regularly monitoring, updating, and managing content they have posted;
- (d) managing security and passwords of institutional accounts, including handovers to relevant staff as required;
- (e) reporting and escalating matters as appropriate;
- (f) adding an appropriate disclaimer to personal accounts when the institution is named or identifiable; and
- (g) reporting any incidents or concerns as necessary.

All line managers and Tutors are responsible (as applicable) for addressing any concerns and/or questions arising out of the use of social media by those representing a part of English National Ballet School. This can include those regarding posts or comments, and support for this can be sought from the Communications Manager.

The Communications Manager is responsible for:

- (a) authorising the use of relevant social media for marketing purposes by those representing a part of English National Ballet School; and

(b) supervising the process of securing and sharing access to institutional accounts that are directly managed by the Digital Officer.

Freedom of Speech and Academic Freedom

Nothing in this policy is intended to have the effect of limiting either freedom of speech or academic freedom within the law.

Using social media as a teaching and learning tool

Social media (in the same way as other apps and software) may only be used as a teaching and learning tool if and once the proposed tool has been approved for use by English National Ballet School. If you wish to use a social media tool, you should check if it has been approved, and if it has not you should seek approval through the normal routes. All instructions issued by English National Ballet School on the use of such tools must be adhered to and staff must ensure that the terms and conditions of the social media platform are consistent with English National Ballet School's intellectual property policy.

All students must read, understand, and agree to the terms of this policy and English National Ballet School's terms and conditions relating to the use of social media in this context before accessing and posting content on social media in a teaching and learning context.

If a student does not have and/or does not wish to create an account on the social media platform that the staff member wishes to use, the staff member must make the content available in another format so the student can access it or enable participation in another way. The staff member must also ensure any content shared on social media is accessible.

Expected standards of behaviour

Staff and students are personally responsible for what they communicate and share on or through social media and they must adhere to the standards of behaviour set out in this policy and any related policies.

All communications on social media must be always professional and respectful and in accordance with this policy. Use of social media must not infringe on the rights or privacy of staff or students, and staff and students must not post content or make comments about other staff, students or third parties that are unlawful or discriminatory, constitute harassment, breach School policy, or otherwise bring English National Ballet School into disrepute. More information about expected standards of staff and student behaviour can be found at in the Staff and Student Code of Conducts.

Staff and students may also need to comply with social media guidance issued by relevant regulatory bodies, for example, the Balanchine Trust or the Prix de Lausanne.

Social media should not be used for the purposes of recruitment or selection of staff or students, other than to advertise positions and programmes at English National Ballet School and to deal with enquiries from prospective staff and students through official School websites and accounts. Appropriate endorsements on professional sites such as LinkedIn are permitted.

Staff and students must not provide references for other individuals on social media and/or professional networking websites, as such references, whether positive or negative, may be attributed to English National Ballet School and may create legal liability for both the author and English National Ballet School.

Social media content must not refer to or include information that conflicts with or jeopardises English National Ballet School's interests, is in any way inconsistent with an individual's duties to English National Ballet School or breaches the rights of others. The following are examples of content that are of an unacceptable nature and should never be posted:

- (a) any confidential information about English National Ballet School (including subsidiary companies and trusts) and its students, research and collaborative partners, suppliers, and customers;
- (b) any commercially confidential or sensitive information (which may include research not yet in the public domain, indications of forthcoming developments or funding bids, data or software code, non-public or not yet approved documents, minutes, news or information or other information you have been told or which it is clear is confidential);
- (c) official material that has not first appeared on English National Ballet School website, in private emails, or main School social media channels;
- (d) the work of someone else without obtaining permission to do so and, where appropriate, crediting the author;
- (e) business strategy, intellectual property or plans for innovation or commercialisation;
- (f) details of legal proceedings;
- (g) details relating to formal complaints that are under active investigation by English National Ballet School;
- (h) personal or confidential information about another individual (including students and colleagues), including contact information;
- (i) material that could be deemed to be threatening, harassing, discriminatory, illegal, obscene, defamatory or libelous towards any individual or entity; and
- (j) comments posted in breach of the terms of use of the platform, including using names or accounts that may mislead other users of social media about your identity or association with English National Ballet School or another organisation. This does not prevent the use of an anonymous username provided the rest of this policy is followed. Staff and students should be aware that innocently intended comments posted on social media may be misconstrued. Staff and students should be aware that any communication they make may not remain private and should not be assumed as such.

English National Ballet School has well-established ways for staff and students to raise any dissatisfaction or concerns that they may have, further details can be found in the Complaints Policy (Students) and the Grievance and Complaints Handling Policy. All concerns should be raised through such procedures, not on social media.

Staff should not follow any students on social media and should not accept follow requests from them. Any staff personal accounts should be made private where possible. Similarly, parents, guardians, sponsors or anyone connected to the school in any way should not connect or attempt to connect with students via social media.

Cyberbullying

Cyberbullying may be defined as 'the use of electronic communication, particularly mobile phones and the internet, to bully a person, typically by sending messages of an intimidating or threatening nature: children and adults may be reluctant to admit to being the victims of cyberbullying'. It can take a number of different forms: threats and intimidation, harassment or 'cyber-stalking' (e.g. repeatedly sending unwanted texts or instant messages), sexting (e.g. sending and receiving sexually explicit messages, primarily between mobile phones) vilification/defamation, exclusion/peer rejection, impersonation, unauthorised publication of private information/images and 'trolling' (abusing the internet to provoke or offend others online). It can be an extension of face-to-face bullying, with technology providing the bully with another route to harass their target.

At English National Ballet School cyber bullying is considered as serious as any other form of bullying. Pupils will be informed about cyber bullying through curricular and pastoral activities. Issues of cyber bullying should be reported along the same chain as our anti-bullying policy, though a cyber bullying incident might include features different to other forms of bullying, prompting a particular response.

Intellectual Property

All staff and students must ensure that they have permission to share any third party materials, including all images, photographs, text and videos, before uploading them to or linking to them via social media and, where sharing is permitted, should ensure that such materials or shared links are credited appropriately.

In addition, all staff and students must check the terms and conditions of a social media account and/or website before uploading material to it; by posting material to social media accounts and/or websites, ownership rights and control of the content may be released. For this reason, caution must be exercised when sharing all information, particularly if the information or intellectual property is owned by English National Ballet School, a grant funding body or any other third party such as choreographers or composers.

English National Ballet School is not responsible for any content posted by its staff or students, other than content posted by staff using School accounts, or in the course of their duties, as a form of professional communication and in communication with this Policy.

Brand

English National Ballet School's trademarks and logo belong to English National Ballet School and may only be used with prior approval from a representative of the Communications Manager.

To protect English National Ballet School's brand, information and reputation, any account that represents or claims to represent any part of English National Ballet School must take direction and/or grant access as required from the Communications Manager.

Monitoring

English National Ballet School does not directly monitor student and staff social media accounts as part of its own social media activities. Staff should not follow students, nor accept follow requests from any students. However, English National Ballet School does monitor mentions of English National Ballet School and other topics of relevance, so that it can respond directly to those raising questions or concerns about English National Ballet School. Activity by staff and students or any other affiliations may appear as part of this monitoring. English National Ballet School may also use hashtag and keyword searches to identify posts from School departmental or staff accounts with a view to helpfully supporting those posts via institutional accounts.

English National Ballet School reserves the right, within the law, to monitor, intercept and review, without further notice, staff and student activities using its IT resources and communications systems, including but not limited to social media postings, for legitimate purposes which include the investigation of alleged illegal or inappropriate online behaviour, or where a potential breach of this policy or other relevant School policy is reported, and compliance with its legal obligations.

Accordingly, any use of English National Ballet School's IT Facilities and Systems (including where these are used to access social media) may be monitored by English National Ballet School in accordance with the E-Safety & ICT Policy.

English National Ballet School's duties under the Prevent and Channel Strategy include responding to and investigating instances where individuals may be at risk of being drawn into terrorism, and material posted on social media may form the basis of reports raised with English National Ballet School.

Where personal use of social media during working hours is suspected of interfering with employment duties, English National Ballet School may take further action.

English National Ballet School may be required to conduct further enquiries when it is made aware of alleged inappropriate online behaviour, or where a potential breach of this policy or any other School policy or Regulation is reported. This may include using comments, videos, photographs, or any other online material which have been posted or shared on social media sites as part of this investigatory evidence, and, if appropriate, any subsequent disciplinary process.

Data Protection and Freedom of Information

The UK General Data Protection Regulation 2020 and Data Protection Act 2018 applies to personal data posted to social media as it does in other contexts, whether public or private accounts. You must ensure that all posts comply with Data Protection Law and English National Ballet School's Data Protection Policy and Procedures.

Consent will be required when taking and using photographs and video for social media. This may involve release forms.

Staff and students should not post personal data about staff and/or students and/or a third party on social media without the agreement or knowledge of the person to whom it relates. Participation in photoshoots assumes agreement and knowledge.

The Freedom of Information Act 2000 may apply to posts and content that is uploaded to official School websites, or any other website belonging to a public authority. As such, if a request for such information is received by English National Ballet School (or other public authority), the content posted may be disclosed.

Incidents and response

Any student, member of staff or member of the public can raise a concern about social media content posted by a member of staff or a student on social media to English National Ballet School's Communications Manager, who will review the circumstances and decide on the most appropriate and proportionate course of action. This may include referring the matter to be dealt with under a different procedure, including those detailed below.

Any staff or student may raise a concern or make a complaint/raise a grievance if they consider that a breach of this policy by a member of staff or a student relates to them, and it will be considered in the usual way.

Where repeated concerns about the same or similar subject matter are raised, they may not be progressed by English National Ballet School unless they relate to new incidences of breach of this policy or agreed actions arising from the original complaint have not been implemented.

Where a member of staff or a student has any queries about the application of the policy and how to use School social media, they can refer to English National Ballet School's Communications Manager.

Consequences of a breach of this policy

Any breach of this policy may result in disciplinary action up to and including dismissal for staff or withdrawal/termination of registration for students.

Disciplinary action may be taken regardless of whether the breach is committed during working hours and regardless of whether any School equipment or facilities are used in committing the breach.

Any member of staff or student who is suspected of committing a breach of this policy will be required to co-operate with any investigation.

English National Ballet School has the right to request the removal of content from an official social media account if it is deemed that the account or its submissions pose a risk to the reputation of English National Ballet School, or a risk to the reputation or safety of any of English National Ballet School's community.

Where conduct is illegal, English National Ballet School may report the matter to the Police. Beyond that, any member of staff, student or third party may pursue legal action against the individual, if they choose to do so.