

Document Creation Date	September 2023
Review Date	September 2024
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1. Policy Statement

- 1.1. To ensure clarity of use and guidance for Tutors, Tutees and all users regarding the use of social media and networking applications.
- 1.2. This policy is designed to protect all users. This policy applies to the use of social media for both business and personal purposes.
- 1.3. This policy applies regardless of whether the social media is accessed using Tutor Train IT facilities and or equipment belonging to the Tutor/Tutee.
- 1.4. Anyone setting up a social media account that is directly connected to the Tutor Train (using the name of the Tutor Train or Tutor Train branding/logo or clearly attached to the Tutor Train in some way) must follow all the guidelines in this policy.

2. Rationale

- 2.1. The widespread availability and use of social media applications bring opportunities to understand, engage, and communicate in new, relevant and exciting ways. It is important that we are able to use these technologies and services effectively and flexibly. However, it is also important to ensure that we balance this with duties to the Tutor Train, the community, our legal responsibilities and our reputation.
- 2.2. The Tutor Train's use of social networking applications has implications for our duty to safeguard children, young people and vulnerable adults.
- 2.3. The policy requirements in this document aim to provide this balance to support innovation whilst providing a framework of good practice. They apply to Tutors, Tutees, clients and Tutor Train Tutors.
- 2.4. The purpose of the policy is to:
 - 2.5. Safeguard all pupils and promote wellbeing.
 - 2.6. Ensure users are not exposed to risk as a result of their actions.
 - 2.7. Use social media in a respectful, positive and productive way that respects all parties involved.
 - 2.8. Ensure that the reputation of the Tutor Train is protected.
 - 2.9. Protect the Tutor Train Ltd from legal risks;
 - 2.9.1. Ensure that any users are clearly able to distinguish where information provided via social media is legitimately representative of the Tutor Train.

3. Definitions and Scope

- 3.1. Tutor Train Ltd defines social media as 'any websites and applications that enable users to create and share content or to participate in social networking'. Social networking sites and tools include,

but are not limited to, Facebook, Twitter, Snapchat, TikTok, LinkedIn, YouTube and Instagram. It also includes forums and discussion boards such as Yahoo! Groups or Google Groups, online encyclopaedias such as Wikipedia, and any other web sites that allow individual users or organisations to use simple publishing tools.

3.2. Many of the principles of this policy also apply to other types of online presence such as virtual worlds.

3.3. All members of Tutor Train Ltd should bear in mind that information they share through social networking applications, even if they are on private spaces, may be subject to copyright, safeguarding and data protection legislation. They must also operate in line with the Tutor Train's Safeguarding and Child Protection, Safer Recruitment and Online policies.

4. Tutor Train-sanctioned use of social media and/or social media accounts using the name of the Tutor Train, a Tutor Train logo, or clearly attached to Tutor Train in some way

4.1. There are many legitimate uses of social media within the curriculum, and to support student learning and to share news with the wider Tutor Train community. For example, the Tutor Train has an official Twitter, Instagram, Facebook and LinkedIn accounts which provides lot of useful information.

4.2. When using Tutor Train social media accounts and/or social media accounts using the name of the Tutor Train, a Tutor Train logo, or clearly attached to the Tutor Train in some way, the following practices must be observed:

4.2.1. A distinct and dedicated social media site or account must be set up which should be entirely separate from any personal social media accounts held and should be linked to an official Tutor Train email account. If a social media account is identified (that uses the name of the Tutor Train, a Tutor Train logo, or clearly attached to the Tutor Train in some way) that is not an official Tutor Train approved site, this should be reported to the CEO, Praema Stelling.

4.2.2. The social media account must be approved by the CEO, Parema Stelling, and updates to passwords must be shared with her.

4.2.3. The content of any Tutor Train-sanctioned social media site and/or social media accounts using the name of the Tutor Train, a Tutor Train logo, or clearly attached to the Tutor Train (including reference to the Tutor Train via personal profiles on social networking sites) in some way, should be entirely professional and should reflect well on the Tutor Train.

4.2.4. Tutors must not publish photographs of pupils without the written consent of parents/carers, or the pupil themselves if they are deemed of the age and ability to provide their own consent. Standard practice is to publish only the first name only, unless permission has been given by parents or pupils (if deemed of the age and ability to provide their own consent) for the full name to be used. Tutor Train sanctioned social media sites must use images of children in suitable clothing.

4.2.5.

- 4.2.6. Tutors must take into account the Safeguarding (Child Protection and Tutors Behaviour) Policy when making any posts on Tutor Train social media accounts.
- 4.2.7. Any links to external sites from the accounts must be appropriate and safe; if they are shared these must be verified as reputable sites. Only appropriate hashtags should ever be used.
- 4.2.8. Any inappropriate comments on, or abuse of, Tutor Train-sanctioned social media and/or social media accounts using the name of the Tutor Train, a Tutor Train logo, or clearly attached to the Tutor Train in some way, should immediately be removed and reported to the DSL, Praema Stelling. It is the responsibility of everyone using the site and social media in general to report abuse immediately.

5. Use of social media in practice for Tutors - for personal and professional use

- 5.1. Tutors must not have 1:1 communication, including direct messaging (DM), with pupils through any social media. This also includes Chats within the online learning platform.
- 5.2. Tutors should not request or accept any current student of Tutor Train Ltd of any age or any ex-student of the Tutor Train under the age of 18 as a friend, follower, subscriber or similar on any personal social media account unless they are the parent of the pupil or a close family member.
- 5.3. It is advisable that Tutors do not have contact with past pupils who are now over the age of 18.
- 5.4. Any communication received from current pupils on any personal social media sites must be reported immediately to the DSL.
- 5.5. If any Tutor is aware of any inappropriate communications involving any student in any social media, these must immediately be reported to the DSLs.
- 5.6. Tutors must ensure that, wherever possible and where the social media site allows, their privacy settings on social media sites are set so that pupils cannot access information relating to their personal lives or follow them on their personal accounts.
- 5.7. Tutors should not post or publish on the internet or on any personal social networking site, any reference to the Tutor Train or their colleagues (apart from in the context of using social media for networking or marketing purposes, such as LinkedIn), parents, pupils or family related information or discuss pupils or colleagues or criticise the Tutor Train. Tutors may like, share or make appropriate comments in response to the Tutor Train's official social media accounts.
- 5.8. Tutors must not post images on any unofficial Tutor Train social media account that includes pupils, unless sharing posts made from a Tutor Train official social media account.
- 5.9.

- 5.10. Tutors are instructed to consider the reputation of the Tutor Train in any posts or comments related to the Tutor Train on any social media accounts. Reputational breaches by Tutors are dealt with via the Disciplinary Policy.
- 5.11. When a member of Tutors has left the Tutor Train, any reference or association as a 'current' Tutor must be removed from personal social media accounts.
- 5.12. Tutors must not use copyright-protected images and/or content on any social media sites/platforms that are managed by Tutor Train Ltd.

6. Guidance and advice for Tutors

- 6.1. Most common social networking sites are inherently insecure places to have discussions which contain any sensitive information. Privacy laws can be violated and the reputation of our Tutor Train can be damaged if the public sees a discussion of any sensitive information taking place on social networking. Tutors should be aware that these types of cases can result in disciplinary action.

Proprietary Information

- 6.2. Tutors may not share information that is confidential and proprietary about the Tutor Train. This includes information about services, programmes, finances, strategy, and any other confidential, proprietary, or sensitive workplace information that has not been publicly released by the Tutor Train.
- 6.3. Tutor Train's logo may not be used without explicit permission in writing from the CEO; the Tutor Train owns the rights to all logos, mascots, mottos and phraseology and their usage.

Workplace Privacy

- 6.4. The Tutor Train respects Tutors rights to privacy and to express themselves. However, the Tutor Train and Tutors members must also respect, and diligently protect the privacy of fellow Tutors, pupils, parents, and others. Privacy and confidentiality must be maintained in every possible way. Tutors must not discuss pupil or family-related information via social networking and public social media, texting, or online unless it is an approved medium and for a Tutor Train related purpose. Tutors are advised to be extremely cautious in conversations with other Tutors, parents and volunteers in social networking, on the basis that privacy laws can be violated even if a person's name is not shared. The Tutor Train will honour the privacy rights of current and past Tutors, current and past pupils and their families, and anyone else associated with the Tutor Train, by seeking permission before writing about or displaying internal Tutor Train happenings which might be considered to be a breach of their privacy and confidentiality.

Privacy and Security Settings

6.5. The Tutor Train recommends Tutors use security and privacy settings provided by social networking sites. Regardless of privacy settings, Tutors are advised to be respectful and responsible in all activity if it in any way involves or references the Tutor Train, job, or those Tutors work with. Tutors must understand that online content is difficult, if not impossible, to retract once posted or sent.

Blogging and Websites

6.6. If Tutors are developing a website or writing a blog that will mention the Tutor Train, Tutors, pupils or parents, they MUST get permission first before writing anything and advise the CEO they intend to do this. The CEO may choose to inspect this from time to time.

Legal Liability

6.7. Tutors should recognise that there is the possibility of being legally liable for something inappropriate that is shared online.

7. Use of social media in practice for pupils

7.1. Pupils must not access any social media that is for adults only or if the pupil does not meet the minimum age requirement.

7.2. Anonymous sites must not be accessed as there is a high risk that inappropriate comments can be exchanged, causing distress or endangerment.

7.3. Bad, including offensive, explicit or abusive, language and inappropriate pictures must never be included in messages.

7.4. All messages should be positive and not include anything that could be upsetting or defamatory towards others or the Tutor Train.

7.5. Pupils must take responsibility for keeping details of their accounts private, using full privacy settings and logging off properly and not allowing others to use their accounts.

7.6. Pupils must report anything offensive or upsetting that they see online to the appropriate bodies, either by using the “report abuse” tabs or by speaking to their parents or Tutor.

7.7. It is a serious offence to use another person’s account, or to create an account in another person's name without their consent.

7.8. Pupils should not regard anything posted online as private and should remember that harassment, defamatory attitudes and racism are just some issues that could lead to prosecution.

7.9.

- 7.10. If pupils see inappropriate postings by other pupils, they must inform the Tutor Train so that steps can be taken to avoid possible repercussions.
- 7.11. The Malicious Communications Act applies to social media interaction by Pupils, Tutors and Parents of the Tutor Train.
- 7.12. The age restrictions for social media platforms” link (see further guidance) is used as a visual aid for pupils around the Tutor Train. It demonstrates the ages at which children are allowed to access various Social Media platforms, as well as serving as a starting point for discussion about the safe use of Social Media.

8. Use of social media in practice for parents

- 8.1. Positive contributions to the Tutor Train Social Media, such as Twitter, are welcomed.
- 8.2. Any concerns or issues about the Tutor Train, its pupils or Tutors should be expressed directly to the Tutor Train and not be voiced on social media.
- 8.3. Parents must obtain permission before posting pictures that contain other parents or their children, unless sharing or liking a post from the Tutor Train's official social media account.
- 8.4. If parents become aware of inappropriate use of social media by their own or other people’s children, they should contact the Tutor Train so that the Tutor Train can work with the parents to educate young people on safe and appropriate behaviour.
- 8.5. If parents become aware of the inappropriate use of social media by other parents or Tutor Train Tutors, they should inform the Tutor Train so that steps can be taken to remedy the situation.

9. Further Guidance Further guidance on educating and safeguarding young people online and responding to incidents:

- 9.1. Online safety advice for pupils, parents and teachers: www.thinkuknow.co.uk
<http://www.saferinternet.org.uk/> <https://www.internetmatters.org/>
- 9.2. Cyberbullying www.childnet.com/cyberbullying-guidance
- 9.3. Preventing radicalisation educateagainsthate.com www.gov.uk/government/publications/the-use-of-social-media-for-online-radicalisation

10. Social Media Restrictions for Social Media Platforms

- 10.1. What are the age limits for social media apps and platforms? It is vital that parents, pupils and Tutors know the age restrictions that are applied to many popular apps. As this is a fast

moving area we would recommend that parents (with their child) always check before a child accesses an app from an internet safety website such as Internet Matters, for which there is a link below. We do not endorse the use of these apps; this information is provided only to help support your children to use social media safely. <https://www.internetmatters.org/resources/what-age-can-my-child-start-social-networking/>