

Social Media Policy

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The use of social media, specifically Facebook and Twitter is integral to the LIFT OFF programme. It provides a simple tool for communicating directly with young people, for sharing news about LIFT OFF and HE and for maintaining relationships with young people and their parents as well as a wider network of colleagues.

It is vitally important that boundaries are respected when using social media.

General overview

It is important to maintain a friendly and informal voice on social media platforms. Posting funny videos or pictures and making light-hearted posts are all encouraged as part of the engagement – particularly with pupils. However, colleagues and temporary staff should be confident that content will not cause offence prior to posting. The following rules should be adhered to – this includes personal social media accounts:

- **No institutional or subject bias** should be displayed.
- Content that could be construed as biased on the basis of gender, ethnicity, sexual orientation or religion must never be posted, shared or re-tweeted from another source.
- LIFT OFF and staff should **not make comment** – whether in person or online – **on any personal information** shared by a young person on social media. Even good news (e.g. passing a driving test) is personal information. Colleagues should consider whether the post or tweet is ‘any of our business’ from a professional perspective prior to commenting.
- LIFT OFF will treat personal information with respect and **discretion**.
- LIFT OFF will **only comment or like** pupil posts/tweets directly relevant to our work, i.e.
 - *Exam results*
 - *College or university offers*
 - *When LIFT OFF has been tagged*
- LIFT OFF should not promote any informal, student-led websites or chat rooms such as The Student Room.
- Any comments, tweets or posts made by LIFT OFF should be **age-appropriate**.
- LIFT OFF may choose to **delete or block** any person from any social media platform who makes **inappropriate or offensive comments**.
- It should never be possible to construe any political or religious affiliation from any posts or tweets made from a LIFT OFF account.
- Any post or comment that suggest a young person is the subject of abuse should be reported immediately to the LIFT OFF manager in the first instance.

- Treat all individuals with respect and professionalism online, just as we would in person.

Facebook

LIFT OFF has three accounts on FB. A corporate one that anyone is invited to 'like', and two others – where LO is set up as a person. One of these is specifically for student volunteers and the other for core pupils.

Corporate: The corporate page is designed mostly for parents. It is used to share useful links to external agencies as well as general information about the work of LIFT OFF. Posts should be limited to information relating to education that will be of interest to parents. The page is linked to the pupil FB page. As a business page, anyone can choose to 'like' this.

Volunteering: This page is logged in with the volunteeringwithliftoff@abertay.ac.uk email address, and is specifically for student volunteers. Using FB in this way allows the volunteer coordinator to communicate easily with students and set up events for them to sign up to. As this is set up as a person, it is vital that the team respect boundaries. Students chose to accept this page as a friend, but are doing so to support their volunteering activity. Any direct engagement LIFT OFF has with students on via this platform must only relate to their volunteering role.

Core Pupils: As with the Volunteering page, this is set up with LIFT OFF as a person. Pupils are sent friend requests. Once accepted, this allows the team to arrange meetings in schools directly with pupils, send files (such as IAPs in S5 and S6), engage in 1:1 discussion and promote activities and events. It can also help to track young people once they have left school, particularly useful when there is some confusion around the SLDR. Prior to LO2S, the team are available in the evenings to live chat with pupils to answer any questions.

Privacy settings should be set as high as possible, with only friends able to interact with the page.

All new core pupils should be sent friend requests once LIFT OFF has received their form. Friend requests from pupils should only be accepted once it has been confirmed that the person making it is a core pupil. If this is not clear, it should be checked by the administrator on Cognisoft. Friend requests from those who are not core pupils should be redirected to the corporate page.

Pupil personal information should be treated with the greatest respect. Pupil personal details should never be discussed, within or out with the team, and should never be discussed with the pupil unless raised by them in a 1:1 meeting or at an event.

Pupils are our clients – not our friends.

Twitter

The same rules apply to Twitter as to Facebook in terms of things to consider prior to posting a tweet. This platform potentially has a much wider audience than Facebook.

LIFT OFF should ensure that any retweets from external sources will not cause offence or confusion.