



## **Social Media - NEU model policy checklist**

This checklist should be used alongside the NEU's model policy on social media to help you negotiate a policy acceptable to the union. You may not be able to secure everything on this checklist – if that is the case, you will need to consult members on whether the proposed policy is sufficiently positive to be acceptable.

More advice can be found on the NEU website at: [neu.org.uk/help-advice](http://neu.org.uk/help-advice)

### **Introduction**

- Is there a statement from the employer (academy chain or governing body) which acknowledges that social networking sites can provide a valuable learning resource but which recognises that there has to be some important checks and balances?

### **Purpose of policy**

- Are the requirements of using social media broadly in line with those in the NEU model policy on social media?
- Does the policy cover both personal and professional use of social media by employees?
- Is it clear that the policy will apply regardless of whether social media was accessed via the school's IT facilities/equipment or employees' personal equipment?
- Is it clear that the policy will apply to all staff in the school/trust?

### **Roles, responsibilities and procedure**

- Is the employee's responsibility clear?
- Is it clear that this policy should be followed when using social media?
- Does the policy make employees aware that any excessive use of social media in school which is considered to be interfering with their duties could lead to disciplinary action?
- Is the role of the manager clear?
- Does it make clear that managers must operate within the boundaries of this policy?
- Is the role of human resources (HR) clear in the policy?
- Does it state that HR is responsible for monitoring and implementing the policy?

### **Definition of social media**

- Is social media clearly defined with examples?

### **Acceptable use**

- Does the policy remind employees that 'nothing' is really private on social networking sites?
- Are there examples of what would be considered unacceptable when using social media?
- Does it remind employees of their professional boundaries?

### **Safeguarding**

- Are potential risks to children highlighted?
- Is there advice on what employees need to do to safeguard themselves?

**Reporting safeguarding concerns**

- Is it clear when and to whom concerns must be reported?

**Reporting cyberbullying incidents**

- Are reporting routes clear?
- Is the employer clear on their duty of care towards employees who are the victims of cyberbullying and the support that will be provided?

**Action to be taken by the employer**

- Does the policy make clear how management will respond when incidents are reported?
- What form the investigation will take?
- What action will be taken against a pupil if they are found to have posted abusive material against a member of staff?
- If members are abused online in the course of their employment in this school/trust, is it clear that the employer will act promptly and contact the website hosts and internet service provider (ISP) directly to ask for the content to be removed?

**Breach of the policy**

- Does the policy state clearly what action will be taken against a member of staff if the policy is breached?
- Are expectations of staff clearly set out during an investigation in to a potential breach or when complaints are received?

**Monitoring and review**

- Does it state how monitoring will happen and when the policy will be reviewed?

**Legislation**

- Are the relevant pieces of legislation quoted?

**Appendix**

- Does the policy list a set of advice or recommendations as guidance for staff to follow?