

LFS Social Media Policy
May 2024

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1. Introduction:

The purpose of this document is to provide clear and transparent guidance for staff and students (“you”, “your”) and provides information about the School’s (“LFS”, “we”, “our”, “us”) approach to the use of all types of social media.

This policy has been created to help students understand the reputational, legal and ethical implications of social media usage and what happens when it is misused, intentionally or otherwise.

This policy sets out the School's position on employees' use of social networking sites and blogs, whether conducted on School media and in work time or their own private media in their own time

The purpose of this document is to minimise the risks of social media used by LFS which can impact on the wellbeing of students and staff. It seeks to protect students, the School and its staff from the misuse of social media and clarify where and how existing School policies and guidelines apply to social media.

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

1.1 Definition of social media:

For the purposes of this document, ‘social media’ is considered to include all technologies that allow individuals to communicate and share information (including photos and video). This includes group messaging services such as WhatsApp.

1.2 Scope:

This policy applies to all students of the School who engage in online conversations or share content in the context of a social network.

All staff and students of the School 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. Everyone must also operate in line with the school’s privacy, code of discipline, code of conduct, safeguarding and communications policies.

It extends to students' and staff use of social media in a personal capacity, where this impacts the School, its students, staff or the wider community.

Social media channels covered by this policy include, but are not limited to MS Teams, Facebook, Twitter, Snapchat, TikTok, LinkedIn, YouTube, Vimeo, Instagram, Pinterest, Weibo, Youku, blogging platforms, online forums and review sites. This policy also extends to the use of the chat function in all conferencing software such as Zoom.

2. Use of official school social media:

The school's official social media channels are as follows:

Instagram: <https://www.instagram.com/thelondonfilmschool/>

Facebook Page: <https://www.facebook.com/thelondonfilmschool>

Facebook Group: <https://www.facebook.com/groups/londonfilmschool>

Twitter / X: <https://twitter.com/lfsorguk>

LinkedIn: <https://www.linkedin.com/school/27148957/admin/feed/posts/>

YouTube: <https://www.youtube.com/c/londonfilmschool>

Tumblr (dormant): <https://thelondonfilmschool.tumblr.com/>

These accounts are managed by the Marketing department. Staff members who have not been authorised by the Marketing department or Management Team to manage, or post to, the account, must not access, or attempt to access, these accounts.

If you have suggestions for something you'd like to appear on our school social media channel(s), please speak to the Marketing department on marketing@lfs.org.uk.

The 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.

2.1 School Policies:

All School use of social media must comply with the School's policies, including:

- [Code of Practice on information](#)
- [Safeguarding Policy](#)
- [Communications Privacy Policy](#)
- [LFS Student Privacy Policy](#)
- [LFS Staff Privacy Policy](#)
- [LFS Alumni Privacy Policy](#)
- [LFS Workshops, Short Courses and Outreach Participants Privacy Policy](#)

2.2 Facebook page, Instagram and LinkedIn:

The school will post on Facebook page, Instagram and LinkedIn:

- Achievements of students, alumni and staff
- Photos, videos and posts about school events and activities
- Job vacancies or requests for volunteers

- News about changes (e.g. changes to the building, senior staffing changes, new courses)
- Advertisements or reminders for workshops, short courses or paid-for activities
- Reminders (e.g. approaching deadlines, events or class activities, reminders about policies/procedures)
- Achievements of the Outreach programme
- Invitations to events open to members of the public including prospective students and industry (open days, industry days)
- Links to newsletters
- Seasonal greetings and messages about religious festivals
- Re-shared content from partner organisations which is of benefit to students, staff or alumni

2.3 Twitter / X:

The school will use Twitter / X only for responding to direct messages, posts or re-sharing partner content where it has a benefit to students, alumni or staff.

2.4 Facebook group (open to only staff, students and alumni):

The school will use the closed Facebook group to share:

- News and reminders of events open only to staff, students and alumni
- Photos, videos and posts about school events and activities
- Job vacancies or requests for volunteers
- News about changes (e.g. changes to the building, senior staffing changes, new courses)
- Reminders (e.g. approaching deadlines, events or class activities, reminders about policies/procedures)
- Links to newsletters
- Seasonal greetings and messages about religious festivals
- Re-shared content from partner organisations which is of benefit to students, staff or alumni

2.5 YouTube:

The school will post on YouTube:

- Grad film trailers
- 1st, 2nd 3rd, 4th and 5th term exercises
- Student, staff and alumni testimonials
- Promotional video content for MA programmes, Outreach programmes and Workshops
- Masterclass clips

2.6 Unacceptable content:

The school will not post on any social channels:

- Names and photos of individuals (unless they have given consent)
- Harmful or abusive comments
- Messages to specific people
- Political statements

- Advertisements for businesses unless directly related to the school
- Links to staff members' personal accounts

Staff responsible for our social media accounts will delete as soon as reasonably possible:

- Abusive, discriminatory or inflammatory comments
- Comments we consider to be spam
- Personal information, such as telephone numbers, address details, etc.

Every reasonable effort will be taken to politely address concerns or behaviour of individual users. If users are repeatedly abusive or inappropriate, they will be blocked.

3. Student Use of Social Media:

Students are personally responsible for what they communicate on or through social media and they must adhere to the standards of behaviour set out in this policy and any related policies. They shall also be deemed responsible for the actions of others (both within and outside the School community) who share content that they have posted.

Communications on social media must be respectful at all times and in accordance with this policy. Use of social media must not infringe on the rights, or privacy of other students, or staff and students must not make ill-considered comments or judgments about other students, staff or third parties.

3.1 School Policies:

All student use of social media must comply with the School's policies, including:

- [The Student Charter](#)
- [The Student Contract](#)
- [Code of Discipline](#)

3.2 Acceptable Content:

The school encourages students to:

- Be respectful to other students, members of staff, and the school, at all times
- Direct any complaints or concerns through the school's official channels, so they can be dealt with in line with the school's complaints procedure

Students should not use social media to:

- Complain about individual members of staff or the School
- Post images or information about other students including contact information without their permission
- Share confidential and/or commercially sensitive information or work (which may include information or work not yet in the public domain, information about other students or staff or personnel matters, non-public or not yet approved content, documents or information)

- Share material, including images, that is threatening, harassing, discriminatory, illegal, obscene, indecent, defamatory, or hostile towards any individual or entity, or amounts to a misuse of private information or breach of confidence
- Share anything which may bring the School into disrepute or compromise the safety or reputation of colleagues, former colleagues, students, former students, staff, former staff, and those connected with the School.

3.3 Intellectual Property:

Intellectual property must be protected. Although social media can be a useful tool for research and networking, care should be taken to protect work if it is at an early stage. Similarly, the permission of others should be sought before referencing or sharing their work including stills, video or written content. Some social media platforms may have terms and conditions that give them intellectual property rights to anything posted on the site. Students should always check before posting information.

Students must not share School materials, including but not limited to production materials such as filmed content, lecture or tutor session materials, slides or recordings, by social media unless they have express permission to do so.

3.4 Cyber Bullying:

Cyberbullying is the use of any Information Communications Technology, particularly social media and the internet, to deliberately to upset someone else. The School has zero tolerance to any form of bullying or harassment by students or members of staff, students or other members of the School community. Activity that constitutes cyber bullying may include but is not limited to:

- Maliciously spreading rumours, lies or gossip
- Intimidating or aggressive behaviour
- Offensive or threatening comments or content
- Posting private images of an individual without consent
- Sharing unwanted images
- Posting comments/photos etc. deliberately mocking an individual with the intent to harass or humiliate them
- Sending messages or posting comments with the intent to trick, force or pressure the receiver into doing something that they would not otherwise be comfortable doing

Any concerns about a student's social media use will be dealt with in line with the [School's Code of Discipline](#).

4. Staff use of Social Media:

The school expects all staff (including governors and VLs) to consider the safety of students and the risks (reputational and financial) to the school when using social media channels, including when doing so in a personal capacity. Staff are also responsible for checking and maintaining appropriate privacy and security settings of their personal social media accounts.

4.1 School Policies:

The School has a Staff Code of Conduct which must be complied with at all times, whether that is on social media, during term time, outside of the School or through any other means of communication.

- [The Staff Code of Conduct](#)

4.2 Personal Social Media:

The School does not object to staff setting up personal accounts on social media sites or blogs on the internet, however, this must not be done on School media including laptops, phones or other devices, or in work time.

Staff must not link their personal social media accounts or blogs to the School's website. Any such links require the School's prior consent.

Staff must not disclose School secrets, breach copyright, defame the School or its clients, suppliers, customers or employees, or disclose personal data or information about any individual that could breach the Data Protection Act 1998 on their blog or on their social media site.

Social media site posts or blogs should not be insulting or abusive to employees, suppliers, School contacts, clients or customers.

4.3 References to the School:

If reference is made to staff employment or to the School, staff should state to the reader that the views that they express are their views only and that they do not reflect the views of the School. Staff should include a notice such as the following: 'The views expressed on this website/blog are mine alone and do not reflect the views of my employer'.

Staff should always be conscious of their duty as an employee to act in good faith and in the best interests of the School under UK law. The School will not tolerate criticisms posted in messages in the public domain or on blogs about the School or any other person connected to the School.

Staff must not bring the School into disrepute through the content of their social media, website entries or blogs. Any misuse of social networking sites or blogs as mentioned above may be regarded as a disciplinary offence and may result in dismissal without notice.

Staff should be aware that any information contained in social networking sites may be used in evidence, if relevant, to any disciplinary proceedings

4.4 Business Use of Social Media:

If an employee's job duties require them to speak on behalf of the School in an online social media environment, they must still seek approval for such communication from their manager, who may require them to have training before they are permitted to participate in social media on behalf of the School.

Similarly, if staff are invited to comment about the School for publication anywhere, including in any social media outlet, they should inform their manager and they must not respond without prior written approval.

If staff disclose their affiliation with the School on their business profile or in any social media postings, staff must state that your views do not represent those of your employer, unless you are authorised to speak on our behalf. Staff should also ensure that their profile and any content they post are consistent with the professional image they present to clients and colleagues.

4.5 Third parties

Staff must not disclose any information that is confidential or proprietary to the School or to any third party that has disclosed information to the School.

4.6 Confidential Information and Intellectual Property

Staff must not post comments about sensitive business-related topics, such as the School's performance, or do anything to jeopardise trade secrets, confidential information and intellectual property. Staff must not include the School's branding, logos or other trademarks in any social media posting or in your profile on any social media platform.

4.7 Monitoring

The School reserves the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including but not limited to social media postings and activities, to ensure that our rules are being complied with and for legitimate business purposes and you consent to such monitoring by their use of such resources and systems.

4.8 Procedure

Breaches of this policy will be dealt with under the School's Disciplinary Procedure. Staff should be aware that the School regards breach of any part of this policy as gross misconduct that may result in disciplinary action up to and including dismissal without notice.

If staff become aware of information relating to the School posted on the internet, staff should bring this to the attention of their manager.

4.9 Concerns

Any concerns regarding a member of staff's personal use of social media will be dealt with in line with the staff code of conduct and standards policy.

Version Control

Version number	Changes	Author, job title	Date
0.1	-	Holly Blake, Acting Head of Marketing	29.05.24

1.0	Approved by MT	Holly Blake, Acting Head of Marketing	11.06.24
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