

SOCIAL MEDIA POLICY

INTRODUCTION

Phoenix recognises that social media and networking websites have become a regular part of everyday life and that many people enjoy membership of sites such as Facebook, Instagram, Twitter and TikTok. However, we are also aware that these sites can become a negative forum for complaining or gossiping and care must be taken not to breach our confidentiality policy or offend anyone when using these services. The increased use of these sites by our students also means that an awareness of them, even if you yourself are not using them on a regular basis is essential to good practice.

GENERAL INFORMATION

The following policy has been designed to give staff clear guidelines as to what Phoenix expects when accessing these sites. The absence of, or lack of, explicit reference to a specific website or service does not limit the extent of the application of this policy. Where no policy or guidelines exist, employees should use their professional judgment and take the most prudent action possible. Consult with the management team if you are uncertain.

GUIDANCE FOR PERSONAL USE

If you have your own personal profile on a social media website, you should make sure that others cannot access any content, media or information from that profile that (a) you are not happy them to have access to; and (b) which would undermine your position as a professional, trusted and responsible person.

As a basic rule, if you are not happy for others you work with to see comments, media or information simply do not post it in a public forum online. When using social media sites, staff members should consider the following:

- Changing the privacy settings on your profile so that only people you have accepted as friends can see your content.
- Reviewing who is on your 'friends list' on your personal profile. You should not accept friend requests on your personal profile from students.
- Ensuring personal blogs have clear disclaimers that the views expressed by the author are theirs alone and do not represent the views of Phoenix. Make your writing clear that you are speaking for yourself and not on behalf of Phoenix.
- Ensuring information published on the Internet complies with Phoenix confidentiality and data protection policies. Breach of confidentiality will result in disciplinary action and may result in termination of your contract. If you are unsure then consult the management team.
- Ensuring you are always respectful towards: Phoenix, Other Staff Members, Parents and Families (including children and other relatives), Other Agencies and Partners.

Staff should be aware that any disrespectful comments to the above might be seen as libellous and could result in disciplinary action or termination of your contract.

- Phoenix logos and trademarks (including show logos and project logos such as Blast and Boom) may not be used without the consent of the Company Director.
- At all times, in or out of working hours, you are an ambassador for Phoenix. Be aware that your actions captured via images, posts or comments online can and will reflect on Phoenix.

USE OF OFFICIAL ACCOUNTS

Phoenix operates a number of accounts on social media websites for the promotion of activities and events, and as a communication method. The following outlines the limits of their use:

- An official account on any social media website may only be set-up with the explicit permission of Head Office.
- Only authorised staff may use these accounts to post online and access to the account should be strictly limited.
- All information published on the Internet must comply with Phoenix confidentiality and data protection policies.
- Parents or children should not be referenced online without their express consent. Enrolled students all have parental consent for imagery and video to be shared online unless they have been specifically flagged on the membermeister system. Check first if unsure.
- Any employee who becomes aware of social networking activity that would be deemed distasteful should make Head Office aware as soon as possible. All staff using official accounts must adhere to the above guidelines; breach of this policy may result in disciplinary action or termination of your contract.

STUDENTS AND SOCIAL MEDIA

Staff should be aware of the potential use of social media sites by young people as a way in which to bully, harass or intimidate other young people, either within or outside of known social circles. It is quite possible that the perpetrators of such behaviour may be unaware of the result of their actions. It is also quite possible for young people to bully and harass other young people who are considerably older than themselves via social media. Such activity can cause serious upset, embarrassment and in extreme cases, severe psychological damage.

The rapid development of social media means that many current Phoenix tutors and volunteers will be wholly inexperienced in the world of online teenage social interaction. Inexperience is **NOT** an excuse for either lack of vigilance or inaction.

Should you be aware of or concerned that a student or any young person may be being bullied or harassed online the situation should be dealt with in line with the Phoenix Child Protection Policy.

Should you be aware, or concerned that a Phoenix student, or group of Phoenix students are participating in any form of online bullying or harassment of another young person, whether or not that person is a Phoenix student, then this matter should be brought to the attention of Head Office as soon as possible.

It is up to you to use your judgement as to whether or not you wish to intervene and bring this matter up directly with the students involved or wait until you have spoken with a member of Head Office.

DECLARATION

On behalf of Phoenix Film and Theatre School I the undersigned, will oversee the implementation of the Social Media Policy and take all necessary steps to ensure it is adhered to.

A handwritten signature in black ink that reads "Philip Dale". The signature is written in a cursive, flowing style.

Name: Phil Dale
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