E-safety / Social Media Policy

Social media is a term for any websites or applications which enable users to create and share content and take part in social networking. Some examples of social media are sites such as Facebook, Instagram, Twitter, LinkedIn, Youtube and Pinterest. Social media also covers blogs and messaging apps such as Whatsapp.

At MBKB we recognise that staff and learners may use social media and the internet for personal purposes and that they may choose to use social networking sites for personal use. We appreciate the many benefits to using social media for both our staff and our learners however we are also aware that there are risks associated with social media use, particularly around the issues of safeguarding, bullying and reputation. We ask staff to recognise that anything posted on social media is on a public platform and cannot be guaranteed as private. This policy is in place to encourage the safe use of social media by MBKB staff and our learners and to ensure that the law and confidentiality are not breached. This policy is also in place so that no staff member, learner or MBKB as a company are defamed.

- Staff must not share any confidential information about learners, employers or any third party or partner of MBKB. This also includes any confidential information relating to MBKB as a company. Doing so would breach the Data Protection Act 1998.

- Staff should only use their MBKB company email and phone when communicating with employers and learners as part of their work role.

- We ask that all staff use MBKB electronic equipment for the purpose for which they are intended, as outlined in their staff induction.

- Staff should avoid communicating with employers or in learning learners on their personal social media accounts but can do this through the use of MBKB's social media accounts. We understand that there may be occasions where staff have already established relationships with employers or learners and, in this case, accept that social media may be used in these circumstances. An example of this would be if a staff member was previously a colleague of an employer MBKB may work with or if a staff member is a family friend of an MBKB learner or employer.

- Whilst MBKB recognises that staff have a right to a personal and private life, we ask that staff do not use social media in a way that can be detrimental to MBKB as a company or can cause offense to employers or learners.

- When posting on social media we ask that staff avoid material that is abusive, defamatory, sexist, racist or that could be interpreted as harassment or bullying.

Cyberbullying

MBKB will not tolerate any harassment or bullying and are committed to ensuring all of its staff, employers and learners are treated with respect. Cyberbullying includes but is not limited to sending anonymous messages, posting negative comments or photos online, sharing photos without consent, harassment online and sending abusive or threatening messages electronically through the use of emails, apps, phone calls or websites.

We ask our staff to recognise the law regarding cyberbullying outlined in the Malicious Communications Act 1988 and understand it is against the law to use social media to harass others or cause intentional distress or anxiety to others. We ask that any staff experiencing cyberbullying within MBKB or any staff that suspect learners are experiencing cyberbullying to follow our safeguarding policy and record concerns within 24 hours then report to the DSL.

Disciplinary Action

As with all MBKB policies and protocols, breach of these terms may result in disciplinary action. For this purpose note that both Virtual and online communications are considered equal to face-to-face interactions.

Inappropriate use of social media, that related to MBKB, it's learners, clients or team members, whether on official MBKB platforms or via your own social media networks is also covered by this policy and may result in disciplinary action.

At MBKB we are aware that E-safety is very important and that it is an area in which we must take responsibility. The internet can pose a risk to everyone, but in particular young or vulnerable people. E-safety, meaning to be safe when using the internet, needs to be taught to learners to raise awareness. As part of our duty to safeguard learners, we carry out teaching and learning on online safety throughout the programmes we deliver. We encourage learners to complete the 'staying safe online' module, provided on the Education and Training Foundation website, and then carry out recorded discussions to consolidate what has been learned. We also have a bank of E-safety resources which can be issued to learners and discussed with their tutor. We have provided a signposting link to CEOP Internet Safety and Online Protection site so that our learners can easily access clear information and advice if they are concerned about e-safety.

Policy created on 6th Feb 2019

Signed   Mark Bremner - CEO