



Bromley Schools' Collegiate Policy Document

Policy Name	Social Media and Internet Usage Policy
Date of Last Review	November 2025
Date of Next Review	November 2026
Reviewed Annually by	Consortium Management Board

Social Media and Internet Usage Policy

1. Purpose

This policy sets out expectations for the responsible use of social media and internet platforms by staff (central and school-based) and trainees. It aims to protect professional integrity, ensure safeguarding, and uphold legal and ethical standards.

2. Scope

Applies to:

- All ITT provider staff
- Trainee teachers
- Visiting trainers and mentors
- Use of personal and institutional accounts and internet access

3. Guiding Principles

- Maintain professional boundaries online
- Comply with safeguarding and data protection laws
- Avoid reputational damage to the ITT provider or partner schools

4. Acceptable Use

- Professional networking and development (e.g., Twitter/X, LinkedIn)
- Educational collaboration (e.g., Teams, Google Classroom)
- Promoting institutional events and achievements

5. Unacceptable Use

- Sharing confidential pupil or trainee data
- Posting offensive, discriminatory, or defamatory content
- Engaging in inappropriate online relationships
- Accessing or sharing illegal or harmful content

6. Example Scenarios

Acceptable

- A trainee shares a blog post reflecting on their teaching placement, using anonymised examples and tagging the ITT provider's official account.
- A mentor uses a private Teams group to provide feedback and resources to trainees.

Unacceptable

- A trainee posts a photo of pupils on placement without parental consent.

- A staff member criticises a partner school publicly on Facebook.
- A trainee sends personal messages to a pupil via Instagram.
- A mentor uses institutional internet access to download pirated content.

7. Consequences of Breaches

Breaches of this policy may result in:

Severity	Example Breach	Consequence
Minor	Inappropriate meme shared in trainee group chat	Verbal warning and digital professionalism refresher
Moderate	Unauthorised sharing of placement school details	Formal written warning and safeguarding training
Severe	Online contact with pupils or discriminatory posts	Dismissal from programme, referral to DBS, and reporting to Teaching Regulation Agency

8. Monitoring and Checks

- Social media checks may be conducted during recruitment and training.
- Internet usage may be monitored to ensure compliance.

9. Training and Support

- All users will receive training on digital professionalism and online safety.
- Guidance from UK Safer Internet Centre and DfE will be embedded in the curriculum.

10. Reporting

- Concerns should be reported to the Designated Safeguarding Lead (DSL).
- All reports will be handled confidentially and in line with safeguarding procedures.

11. Review

- This policy will be reviewed annually or in response to changes in legislation or technology.

12. Social Media Dos and Don'ts

✔ Dos

- Use professional language and tone when posting online.
- Share educational content, resources, and reflections that support learning.
- Maintain privacy settings on personal accounts and review them regularly.
- Report any safeguarding concerns encountered online to the DSL.
- Use institutional accounts for official communication and promotion.

✘ Don'ts

- Post images or information about pupils or placement schools without consent.
- Engage in arguments, trolling, or controversial debates under professional accounts.
- Accept friend or follow requests from pupils or former pupils.
- Share personal grievances or complaints about the ITT provider or partner schools.
- Use social media during teaching hours or placement time unless authorised.

13. Examples of Digital Misconduct

Type	Example	Risk	Possible Consequence(s)
Privacy Breach	Trainee posts a photo of a classroom with visible pupil faces	Breach of GDPR and safeguarding	Formal warning, removal from post, possible dismissal
Unprofessional Conduct	Staff member criticises trainee performance on Twitter/X	Damages reputation, breaches confidentiality	Written warning, social media training
Inappropriate Contact	Trainee sends personal messages to a pupil via Snapchat	Safeguarding violation	Immediate dismissal, referral to DBS
Offensive Content	Lecturer shares discriminatory memes on personal account	Breach of equality policy	Investigation, disciplinary action
Misuse of Institutional Resources	Staff uses work email to register for dating sites	Misuse of IT systems	IT access review, HR intervention

Digital Professionalism Précis for Trainee Teachers

Digital professionalism is the responsible and ethical use of technology in educational settings. As a trainee teacher, your online behaviour reflects your professional identity and influences how pupils, colleagues, and schools perceive you.

Key Principles

- **Safeguarding First**
Never share pupil information online. Avoid digital interactions with pupils outside approved platforms.
- **Maintain Boundaries**
Keep personal and professional online identities separate. Do not “friend” or follow pupils on social media.
- **Think Before You Post**
Avoid posting anything offensive, discriminatory, or unprofessional—even on private accounts.
- **Respect Confidentiality**
Do not discuss placement schools, pupils, or colleagues online without permission and anonymisation.
- **Use Technology Purposefully**
Engage with digital tools to enhance learning, collaborate with peers, and reflect on practice—always ethically and legally.

Common Pitfalls to Avoid

- Posting classroom photos without consent
- Sharing lesson frustrations publicly
- Using school Wi-Fi for inappropriate content
- Ignoring privacy settings on social media

Your Responsibilities

- Understand and adhere to this this Social Media and Internet Usage Policy and relevant policies applicable to your placement school
- Uphold the Teachers’ Standards, especially Part Two: Personal and Professional Conduct
- Report any online safeguarding concerns to your Designated Safeguarding Lead (DSL)