



Procedure 7.3 Social Media Protocols					
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Review No	8	Next Review Date	April 2027	Approved on	01/04/2026

Procedure issued : April 2014

Procedure owner : Principal / CEO

- ❖ This procedure is shared with our students and/or can be obtained:
 - on our website <https://docklandsacademy.co.uk/policies-and-procedures>,
 - by emailing us at info@docklandsacademy.co.uk in the case of remote learning.
- ❖ Also, our students are fully informed about the main aspects of the procedure during Induction Seminar and in the Student Handbooks and Learning Agreement.
- ❖ The procedure is reviewed and monitored on a regular basis for currency and fitness as part of our 1.9 Review and Revision of Policies and Procedures.

1 Introduction

The use of Social media is a growing part of communications at Docklands Academy London (the Academy). Members of the Academy's community (students and staff) use social media to build online awareness of Academy events, activities, and accomplishments. These platforms are used to build a sense of community among and communicate with key audiences, from prospective students and parents to alumni and sponsors. Thus, these protocols are applicable for staff as well as students at the Academy.

2 Operational Descriptions

Academic departments and students are encouraged to create and maintain an online presence using social networking websites. The Academy is active on Instagram, Facebook, Twitter, YouTube and LinkedIn, as well as maintaining its personal blog via the Website.



The Academy's social media protocols provide information about rules, regulations, laws and guidelines for the use of social media platforms.

Adherence to these protocols is intended to avoid copyright claims and other liabilities that might arise from the posting of inappropriate or unauthorised content, including pictures and video in which a third party claims a copyright or other intellectual property right.

Any information should not be posted on social media platforms that may be considered contrary to the Academy's mission. Our mission is to prepare our students for successful careers and lives.

The following guidelines apply to the Academy, staff (including interns), and potential and active students who engage in online conversations for work-related purposes or who are asked by supervisors to use or participate in social media as part of their job responsibilities.

3 What to Consider when Using Social Media

3.1 General Guidelines

All staff and students are strongly encouraged to share news, events or promote work through social media tools and engage in conversations with the community you build. Social media offer an excellent, low-cost way to share information that is available to the public. The best way to do it is to link to the original source.

When sharing information that is not a matter of public record, please follow the following guidelines. Failure to do so could risk future participation of the Academy on social media sites.

Both staff and students need to know and adhere to the relevant Code of Conduct procedures set out in DAL Procedure 6.13 Staff Code of Conduct and DAL Procedure 5.1 Student Code of Conduct retrospectively, when using social media in reference to Docklands Academy London.

3.2 Maintain Confidentiality

Any confidential or proprietary information about the Academy, its students, alumni, or your fellow employees should not be posted. Good ethical judgment should be used and relevant Academy policies and procedures should be followed.

3.3 Do No Harm



3.3.1 Think before posting. There is no such thing as a *private* social media site. Search engines can turn up posts and pictures years after publication. Do not post information that may harm the Academy, colleagues, or classmates. Avoid posting while feeling emotional about a subject – wait until you are calm and clear-headed.

3.3.2 Admit mistakes. Be upfront and be quick with your correction. If posting to a blog, modify earlier posts when necessary and clearly indicate the change.

3.3.3 Keep in mind that parents, classmates, and future employers will read your blog or social media posts, as well as prospective students, their parents, alumni, lecturers and Academy administrators.

3.3.4 Social media should not be used to verbally abuse or intimidate staff, students or members of the public. It is important to ensure respect is shown at all times for other people's privacy and feelings. Care should be taken to avoid language which may be deemed as offensive to others. For example, you should not:

- say defamatory things about people or organisations;
- say anything that is or could be construed as discriminatory and / or racist;
- engage in any criminal activity;
- tell lies or mislead people; or
- post inappropriate pictures or videos.

3.3.5 Staff should consult their line manager and/or Principal / CEO for further clarification and guidance if there are any concerns surrounding how an intended post may be conceived by others.

3.4 When You Engage

Emerging platforms for online collaboration are offering new ways to engage with students, colleagues, and the world at large. While it is enticing to share personal opinions about controversial topics or news events, any conversations should be related to the work you are doing at the Academy, especially your area of expertise.

Staff need to know and adhere to the Academy's Safeguarding procedures set out in 6.15 if and when contact is made by or with a minor (under 18's) through the social media channels.



Staff should not follow, like or privately message via their personal social media channels with any student under 18 years of age enrolled at the Academy.

Staff should refer to DAL Procedure 6.13 Staff Code of Conduct and must remain professional when dealing with mature students (over 18's) and personal social media channels. It is advised that staff follow this procedure until a mature student has graduated from the Academy.

3.5 When You Post

Academy staff and prospective and active students are personally responsible for the content published on blogs, wikis, or any other form of user-generated content.

4 Permissions

Academy staff should get the appropriate permission before they refer to or post images of current or former students / staff, members or any other persons that may be formerly linked with the Academy. In the case of a student under the age of 18, the staff member should confirm with the Admissions department that both the parent and child have co-signed and agreed to DAL Policy 4 Student Admissions, DAL Procedure 4.12 Consent from Parents or Guardians and DAL Appendix 12 Parental Consent Form.

5 Guidelines when Posting on Behalf of the Academy

- Staff should provide unique, individual perspectives on what is going on at the Academy, whether it is a department or in the classroom. They should post meaningful and respectful comments on their expertise; in other words, no spam, self-promotion to personal accounts, or remarks that are off-topic or offensive.
- Reply to comments in a timely manner, when a response is appropriate. When disagreeing with others' opinions, keep it appropriate and polite.
- Be transparent. Your honesty or dishonesty will be quickly noticed in the social media environment. If you are blogging about a position at the Academy, use your real name, state your position, and be clear about your role. Disclose any vested interest in points of discussion.
- Any posts containing the Academy logo should be approved by the CEO / Head of Quality, with the placement of the logo being in the top right-hand corner. The Academy has the right to request the removal of a post containing its logo that was not approved.



5.1 Posts should contain only factual information

Be judicious. All statements must be true and not misleading and all claims must be substantiated and approved. Never comment on anything related to legal matters, litigation, or any parties that are in litigation without the appropriate approval.

Use a disclaimer for any non- Academy social media sites to which you may contribute.

Example: *The postings on this site are my own and don't necessarily represent the official views of Docklands Academy London.*

6 Monitoring Use of Social Media Sites

Staff should be aware that any use of social media tools is monitored and, where breaches of this policy are found, action may be taken under our disciplinary procedures.

Where evidence of misuse is found we may undertake a more detailed investigation, involving the examination and disclosure of monitoring records to those nominated to undertake the investigation and any witnesses or managers involved in the investigation. If necessary such information may be handed to the police in connection with a criminal investigation.

7. Related Documents

7.1 Policies

- 2 Academic Management
- 4 Admissions
- 5 Student Support, Engagement and Learning Resources
- 7 Information
- 8 Marketing and Promotion

7.2 Procedures

- 1.5 Equal Opportunities
- 1.7 Data Protection
- 1.8 Document Preparation and Version Control
- 1.9 Review and Revision of Policies and Procedures
- 2.13 Access and Participation Statement
- 4.6 Student Induction
- 4.7 Student Disciplinary Procedure
- 4.11 Student Protection Plan
- 4.12 Consent from Parents or Guardians
- 5.1 Student Code of Conduct
- 5.2 Welfare Services and Pastoral Care
- 5.3 Equality, Diversity and Special Needs



- **6.13** Staff Code of Conduct
- **6.15** Safeguarding
- **6.16** Prevent Duty (Racist, Discriminatory, Abusive and Extremist Behaviour)
- **7.1** Review and Sign off PI
- **7.3** Social Media Protocols
- **7.4** HE Public Information
- **8.2** Recruitment Partner Selection & Monitoring
- **8.3** Links with Other Educational Institutions and Businesses

7.3 Terms and Conditions

7.4 External Reference Points

- **UK Quality Code Advice & Guidance – Concerns, Complaints and Appeals** at <https://www.qaa.ac.uk/en/quality-code/advice-and-guidance/concerns-complaints-and-appeals>
- **UK Quality Code Advice & Guidance – Partnerships** at <https://www.qaa.ac.uk/en/quality-code/advice-and-guidance/partnerships>
- **Higher Education Code of Governance** (Committee of University Chairs, December 2014) at <https://www.universitychairs.ac.uk/wp-content/uploads/2020/09/CUC-HE-Code-of-Governance-publication-final.pdf>
- **Association of Employment and Learning Providers (AELP) principles of Good Governance for Independent Training Providers** at <https://www.aelp.org.uk/media/2595/code-of-governance-final-sept-2018.pdf>
- **OIA The Good Practice Framework for Complaints and Appeals** at <https://www.oiahe.org.uk/resources-and-publications/good-practice-framework/>
- **Competition and Markets Authority Guidance for HE Providers** at <https://www.gov.uk/government/publications/higher-education-consumer-law-advice-for-providers>
- **UKCISA Code of Ethics** at <https://www.ukcisa.org.uk/Membership/Codes-of-practice/Code-of-ethics>
- **Equality Act – 2010** at <https://www.legislation.gov.uk/ukpga/2010/15/contents>
- **Rehabilitation of Offenders Act 1974** at https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/945449/rehabilitation-of-offenders-guidance.pdf
- **Data Protection Act 2018** at <https://www.legislation.gov.uk/ukpga/2018/12/contents>
- **Keeping Children Safe in Education Jan 2021 Guidance** at <https://www.gov.uk/government/publications/keeping-children-safe-in-education--2>
- **Sex Offences Act 2003** at <https://www.legislation.gov.uk/ukpga/2003/42/contents>
- **Terrorism Act 2006** at <https://www.legislation.gov.uk/ukpga/2006/11/contents>