

INTRODUCTION

Social networking activities conducted online outside the working environment, such as blogging (writing personal journals to publicly accessible internet pages), involvement in social networking sites such as Facebook, Twitter, Instagram, TikTok or LinkedIn and posting material, images or comments on sites such as You Tube can have a negative effect on an organisation's reputation or image. In addition, Peat Rigg has a firm commitment to safeguarding children in all aspects of its work.

In the context of this policy "everyone*" refers to members of staff, directors, students, parents, friends and anyone working in a voluntary capacity at Peat Rigg.

POLICY STATEMENT

This policy has been written to set out the key principles and code of conduct that we expect of all members of Peat Rigg with respect to their responsibilities in connection with the use of social networking sites and should be used in conjunction with the safeguarding policy.

KEY PRINCIPLES

- ◆ Everyone* at Peat Rigg has a responsibility to ensure that they protect the reputation of Peat Rigg, and to treat colleagues and members of Peat Rigg with professionalism and respect.
- ◆ It is important to protect everyone* at Peat Rigg from allegations and misinterpretations which can arise from the use of social networking sites.
- ◆ Safeguarding children is a key responsibility of all members of staff and it is essential that everyone* at Peat Rigg considers this and acts responsibly if they are using social networking sites. Please note anyone working at Peat Rigg as a paid employee **MUST NOT communicate with any children via social networking.**

AIMS

- ◆ To set out the key principles and code of conduct expected of all members of staff, students, parents, friends and volunteers at Peat Rigg with respect to social networking.
- ◆ To further safeguard and protect children and staff

Code of Conduct for Everyone* at Peat Rigg – Social Networking

The following are not considered acceptable at Peat Rigg:

- ◆ The use of Peat Riggs name, logo, or any other published material without written prior permission from Ian Thorpe (Director). This applies to any published material including the internet or written documentation.
- ◆ The posting of any communication or images which links Peat Rigg to any form of illegal conduct or which may damage the reputation of Peat Rigg. This includes defamatory comments.
- ◆ The disclosure of confidential or business-sensitive information; or the disclosure of information or images that could compromise the security of Peat Rigg.
- ◆ The posting of any images of employees, children or anyone directly connected with Peat Rigg whilst engaged in activities without the express permission of Peat Rigg and parents and carers of children involved.

In addition to the above everyone* at Peat Rigg must ensure that they:

- ◆ Do not make any derogatory, defamatory, rude, threatening or inappropriate comments about Peat Rigg, or anyone at or connected with Peat Rigg.
- ◆ Use social networking sites responsibly and ensure that neither their personal/professional reputation, or Peat Riggs reputation is compromised by inappropriate postings.
- ◆ Are aware of the potential of on-line identity fraud and to be cautious when giving out personal information about themselves which may compromise their personal safety and security.

Potential and Actual Breaches of the Code of Conduct

- ◆ In instances where there has been a breach of the above Code of Conduct, the following will apply: Any breaches of this policy will be fully investigated. Where it is found that there has been a breach of the policy this may result in action being taken under the Disciplinary Procedure (Staff). A breach of this policy will be considered to be a serious disciplinary offence (Staff) which is also contrary to Peat Riggs ethos and principles.
- ◆ The Board of Director's will take appropriate action in order to protect Peat Riggs reputation and that of its staff, parents, children and anyone else directly linked to Peat Rigg.
- ◆ Organisations using Peat Rigg, Parents and Friends are reminded that our social media is a one-way communication tool with user organisations, visiting staff, young people and their parents to inform them of the learning taking place during their child's residential.
- ◆ This page is to be strictly used as a one-way communication tool with interested parties. It is not a discussion forum. Any user who uses it to speak negatively about Peat Rigg will be blocked and banned from the page.

- ◆ We encourage clients to read our Social Media Policy. If clients feel they need to discuss any issues, please contact Peat Rigg directly on 01751 417112. We will try and keep clients updated with everything going on at Peat Rigg as soon as we possibly can. We will try to provide useful links and any other information that we feel will help improve each groups residential.
- ◆ Whilst every attempt has been made to cover a wide range of situations, it is recognised that this policy cannot cover all eventualities. There may be times when professional judgements are made in situations not covered by this document, or which directly contravene the standards outlined in this document. It is expected that in these circumstances staff will always advise Ian Thorpe of the justification for any such action already taken or proposed. Ian Thorpe will in turn seek advice from the Board of Director's where appropriate.

Other relevant policy Links

[Safeguarding Policy](#)

[Disciplinary Policy](#)