



Gloucestershire Initial Teacher Education Partnership

Social Media Policy



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Social Media Policy

Definition: GITEP staff refers to the Course Director, Course Administrator, Finance Manager, Lead Mentors and Subject Leads.

Scope of the policy

Social media is defined as websites and applications that enable users to create and share content or to participate in social networking. Social media are also web-based and mobile technologies that turn communication into active dialogue. This includes, but is not limited to websites, blogs, video sharing sites, image sharing sites, and social networking sites. This policy sets out the principles that GITEP staff, partners, contractors are expected to follow when using social media on behalf of GITEP and the Partnership.

This policy covers the use of social media by GITEP staff and contractors specifically set up to promote GITEP, including, but not limited to the GITEP website, Twitter, Facebook and Instagram accounts.

Use of social media by GITEP staff and trainees is covered in the ICT and Internet Usage Policy.

Aims of the policy

This policy has been created to:

- Promote the responsible use of social media
- Ensure relevant legislation is complied with
- Ensure the confidentiality and data protection of all members of the partnership
- Ensure the reputation of GITEP and its partners is not adversely affected
- Ensure the personal and professional lives of GITEP staff and partners are kept separate

Legal Frameworks

This policy will have due regard to legislation, including, but not limited to the following:

- The Data Protection Act 2018
- The General Data Protection Regulation 2018
- The Safeguarding Vulnerable Groups Act 2006
- The Freedom of Information Act 2000



- The Computer Misuse Act 1990, amended by the Police and Justice Act 2006

GITEP staff and contractors should also be aware of other laws relating to libel, defamation, harassment and copyright may apply to information posted on social media, including:

- Protection of Children Act 1978
- Defamation Act 2013
- Protection from Harassment Act 1997
- Malicious Communications Act 1988
- Communications Act 2003
- Copyright, Designs and Patents Act 1988
- Human Rights Act 1998

Use of GITEP social media

GITEP have the following social media sites:

- Website
- Twitter
- Instagram
- Facebook

The use of social media by GITEP is set out in the marketing strategy and overseen by course leadership. The Course Director, Lead Mentors and contracted marketing company have access to post content to these sites under the direction of the Course Director.

Social media content

- Information about GITEP to support recruitment
- Information about GITEP news and events
- Links to other educational media, including the DfE
- Links to partnership schools

All content and information should be worthwhile and accurate and give consideration to the type and tone of language used. Personal opinions should not be expressed on GITEP media sites. Images and videos of GITEP staff, partners,



teachers or pupils must not be posted without prior consent. See the Consent and Assent Policy.

Monitoring social media

Social media engagement and responses are monitored by Isaac and Isaac.

[Links to other policies](#)

[Consent and Assent Policy](#)

[Data Protection Policy](#)

[Discipline, Conduct and Appeals Policy](#)

[Equality, Diversity and Inclusion Policy](#)

[Harassment and bullying policy](#)

[ICT and Internet Usage Policy](#)

[Recruitment Policy](#)

[Safeguarding Policy](#)

[Document history](#)

Review Date	Significant Amendments	Made by	Approved by	Approval Date	Next review
Created: June 2023		KLF	Partnership Board		June 2026