

SOCIAL NETWORKING SITES RULES, REGULATIONS AND GUIDANCE NOTES FOR PRINCIPALS

For the majority of young people, social networking sites are now a way of life. Many of our Oasis students will have various online accounts, where information such as photographs, personal opinions, likes/dislikes, event details, petitioning groups etc. can be shared across a far-reaching network. These networking sites offer a platform for anyone and everyone to air their views and to gain a following of other site users, who will be informed when new information is added to a user's homepage.

Through experience, we have found that some of our students use these websites in a positive and affirming manner; however, there are those who choose to use social networking sites in an unsuitable way. Although it is within the right of a social networking site user to air their opinions on the internet, it becomes a problem when comments begin to negatively affect an Academy's image or the people within it.

Below are some different ways in which we can legally police our students, as well as some recommendations as to how best we can educate them about the networking sites' potential to create positive lasting impressions as well as to cause harm or create a negative impression. Quite often, students are unaware of the extent to which their comments can circulate and harm others.

Some students may also find it useful for staff to highlight the potential for negative online comments to affect their own lives; for example, it is a known fact that some companies do run checks on potential employees, including their history on social networking sites. Informing students of this fact should not be used as a scaremongering tactic, however it is best that they fully understand the implications of comments made online.

Please note, it is unlawful to constantly monitor any individual account as this is deemed to be stalking. It is also breaking the law to view an account via a third party's details, so please do only take appropriate measures while policing this issue.

Recently, quite a few problems have been encountered with students' use of Facebook, a hugely popular social networking site. A full set of Facebook regulations can be found at the end of this document. Regulations like these may vary from website to website, but will be broadly similar across many networking sites open to the public. We would urge you to read and use these regulations, but in most cases to first try dealing with students in-house, before contacting the website host. If the use of social networking sites can be sensibly discussed with students, we have found that this can solve the problem, and can lead amicably to damaging material being deleted.

Accordingly, we believe that we need to implement a red, amber, green policy to bring effective outcomes where necessary:

Green

- Networking site made known to staff. General chat, nothing malicious
- Action required:
 - No action

Amber

- Networking site made know to staff containing comments, pictures etc that could inflame a discipline situation in an Academy. This could range from abusive comments about staff, threatening behaviour, encouraging ill discipline from other students, defaced logos of the Oasis brand, extreme foul language.
- Action proposed:
 - An initial discussion with the known student, a reasoned attempt to bring them to see the potential damage both for themselves and the Academy family. A request that they please refrain from this type of activity, though making it clear we are not asking them to stop chatting. If they do not see reason, this could be followed up with a gentle conversation with the student and their parents/carers.

*** It is important that when any known site reaches the Amber situation, communication is made to the Central team. It is possible that a substantial and well constructed dossier could be used in discussion with Government officials in an attempt to bring some more effective rules for this type of activity. ***

Red

- Following gentle discussions, site is not altered and continues to show similar patterns named in the Amber situation.
- Action available:
 - Report abuse to the networking site. If the website in question is Facebook, then this can be easily carried out by an existing account holder on the report abuse icon. The 'report' icon can be found beneath photos and on group pages. For more details please contact the central team.

Copyright breach

Where examples of our brand (Academy logo etc.) are on the site without permission these should be flagged up with Ruth Chalke or Nathan Jones who can begin to fill out a copyright breach form from the networking site.

Local Police

In the very worst cases, and where Academy staff may feel in any way personally vulnerable, the final option would be to alert the local police.

Facebook guidelines

For your guidance we have highlighted several sections which may be of particular interest.

Children under 13. Children under 13 years old are not permitted access to Facebook. In addition, parents of children aged 13 and older should consider whether their child should be supervised while using Facebook.

Reporting inappropriate or offensive content. Facebook maintains a robust reporting infrastructure that leverages our hundreds of millions of users to look for offensive or potentially dangerous content. This reporting infrastructure includes links on pages across the Facebook site, systems to prioritise the most serious reports and a team of professional reviewers who respond to reports and escalate them to law enforcement as needed. We encourage our users to report any offensive or inappropriate content by clicking on the "Report" links located on pages throughout the site. We ask all users to report suspicious people and inappropriate content they encounter, and encourage users under the age of 18 to talk to a parent or a responsible adult immediately if someone online says or does something to make them feel uncomfortable or threatened in any way.

Safety

We do our best to keep Facebook safe, but we cannot guarantee it. We need your help to do that, which includes the following commitments:

1. You will not send or otherwise post unauthorized commercial communications (such as spam) on Facebook.
2. You will not collect users' content or information, or otherwise access Facebook, using automated means (such as harvesting bots, robots, spiders, or scrapers) without our permission.
3. You will not engage in unlawful multi-level marketing, such as a pyramid scheme, on Facebook.
4. You will not upload viruses or other malicious code.
5. You will not solicit login information or access an account belonging to someone else.
6. You will not bully, intimidate, or harass any user.
7. You will not post content that is hateful, threatening, pornographic, or that contains nudity or graphic or gratuitous violence.
8. You will not develop or operate a third party application containing, or advertise or otherwise market alcohol-related or other mature content without appropriate age-based restrictions.
9. You will not offer any contest, giveaway, or sweepstakes ("promotion") on Facebook without our prior written consent. If we consent, you take full responsibility for the promotion, and will follow our Promotions Guidelines and all applicable laws.
10. You will not use Facebook to do anything unlawful, misleading, malicious, or discriminatory.
11. You will not do anything that could disable, overburden, or impair the proper working of Facebook, such as a denial of service attack.
12. You will not facilitate or encourage any violations of this Statement.

Protecting other people's rights

1. You will not post content or take any action on Facebook that infringes or violates someone else's rights or otherwise violates the law.
2. We can remove any content or information you post on Facebook if we believe that it violates this Statement.
3. We will provide you with tools to help you protect your intellectual property rights. To learn more, visit our [How to Report Claims of Intellectual Property Infringement](#) page.
4. If we remove your content for infringing someone else's copyright, and you believe we removed it by mistake, we will provide you with an opportunity to appeal.

5. *If you repeatedly infringe other people's intellectual property rights, we will disable your account when appropriate.*
6. *You will not use our copyrights or trademarks (including Facebook, the Facebook and F Logos, FB, Face, Poke, Wall and 32665), or any confusingly similar marks, without our written permission.*
7. *If you collect information from users, you will: obtain their consent, make it clear you (and not Facebook) are the one collecting their information, and post a privacy policy explaining what information you collect and how you will use it.*
8. *You will not post anyone's identification documents or sensitive financial information on Facebook.*

Please do let us know if we can do anything more to support you in this issue.

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