

<Slough Borough Council>

<Creative Academy>

<Social Media Policy>

Providers name: Slough Borough Council (Creative Academy)

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Legal address: Slough Borough Council, Observatory House, 25 Windsor Road, Slough, Berkshire SL1 2EL

Main site: Creative Academy, Orchard Centre, 73a Stoke Poges Lane, Slough. Berks, SL1 3NY

Contact point for enquiries about this policy: Jagdev Khatkar (see end of document)

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Slough Borough Council
Creative Academy, 73a Stoke Poges Lane
Slough, Berkshire, SL1 3NY

The Creative Academy
Social Media Policy



Social Media Administrators

Social Media Lead
Content Development Officer
Web & Social Media Administrator

Platforms

Instagram
Twitter / Facebook Page
Facebook Group
You Tube

Introduction

There are a large number of social media networks available and these develop and grown regularly, The Creative Academy has put together some Social Media Guidelines which formally follow Slough Borough Council Communications and Social Media policy. This covers all aspects of internal and external communications, as well as employees' personal accounts on social media. This is not only to protect and enhance the Creative Academy brand, however to ensure that all of our employees, students and users are adequately protected, as well as being aware of how they present themselves online.

For each social media account, there are designated administrators (above) who will monitor the account on a daily basis, as well as issuing proactive and reactive content, and responding to customer queries directed through these platforms to our emails.

No longer do the vast majority of companies just a sole website; they may now have a plethora of various online presences. The Creative Academy manages various platforms for various purposes. We must ensure that all these platforms reflect the Creative Academy brand, while ensuring they meets Slough Borough Council, University of West London and the Council for Dance, Drama & musical Theatre guidelines. With every new platform that releases the social media team will discuss and appraise the relevance to the Creative Academy, its partners and service users.

The Platforms

We have clearly defined objectives for all of our social media platforms, which we will review alongside our business strategy, service plan, re-validation and enhancement policy. We ensure that all content supports the Creative Academy brand. Remember that every blog post, tweet, Vimeo update etc. enhances our online presence and is therefore treated as being totally on the record; they are treated as a formal comment in the public domain.

Platform

Objective



Build the Creative Academy brand to corporate organisations; enable networking, and a push to journalists. This also offers us a method to monitor our competitors and links directly to our website, which will increase hits on the site.



Encourage knowledge share and internal student engagement. Promote services locally and nationally. Engage with potential service user and students, reaching our target audience and their families/careers advisors.



You Tube share videos to promote the Creative Academy programme. Act as a repository of videos – post directly to Twitter.



Instagram is to promote the Creative Academy to potential customers and reach our target audience.

Interactions with our Customers on Social media

Our social media platforms offer another way for us to engage with our customers. We can build contacts with customers, monitor their activity and promote it where appropriate. Any individual direct messaging will be passed on to our info@creativeacademy.org email, which is managed by the Business Support Officer, Cassia Rudge for official responses. Wherever possible we post a holding statement saying we are investigating the response and ask the person for their details so we can contact them personally. Our pages are routinely monitored from 8am - 6pm Monday to Friday, post will be in the morning and a 6 pm daily, to maximise exposure.

Who can post on our social media accounts?

Our designated Social media Administrators are responsible for posting content via the Creative Academy's social media platforms. However, we always want to hear your ideas on the kind of content we publish. If you have any Creative Academy related stories, photos or videos, please do share them with the administrators through WhatsApp or Email. In some instances, some of our employees may act as external brand ambassadors and have semi-corporate/professional dance social media accounts, particularly on Instagram. However, unless you have been authorised by the Social Media Team, you must ensure that your comments are indicated as your own personal views, rather than those of The Creative Academy, if you wish to post class or choreographed material please ensure you check with The Creative Academy Manager or Social media Team and always credit The Creative Academy and our website.

Inappropriate Content

Staff and students have a responsibility to ensure anything and everything that is posted on any social media platform complies and adheres to all policies and values of Slough Borough Council and external bodies that we work with. Whether it is the Creative Academy social media or personal accounts both staff and students need to ensure anything and everything that is posted complies with the law. It demonstrates respect and tolerance for all backgrounds, cultures, ages, genders, sexuality and religious beliefs. All posts need to meet the equality and diversity standards set by Slough Borough Council. Any posts or activity that is deemed to be inappropriate needs to be reported to the programme leader including any 'Prevent' concerns of terrorism and radicalisation. Alternatively, any 'Prevent' concerns can be reported following the local prevent procedures for the Creative Academy. Staff and students need to make judgement on what is deemed as inappropriate, however the Creative Academy urge everyone, if in doubt, check it out and report it. Se safe, be aware and be respected. The accounts of staff and students are monitored monthly to ensure compliance and that any issues can be raised with the Quality, Administration and Data team immediately. Policies and procedures for Prevent are constantly updated and can be viewed on the website <http://www.slough.gov.uk/council/strategies-plans-and-policies/prevent.aspx>

The acceptable usage of IT, Social Media and the internet for students can be viewed in the Virtual Learning Environment policy. This policy can be viewed on the website www.creativeacademy.org/faqs

Personal Accounts

Your personal social media accounts are just that; personal. As an employer, we do not have control over what you as a Creative Academy employee/contractor may, or may not; decide to publish on your own social media channels or blogs. However, it is important to remember that certain comments posted have the potential to harm our brand, customers, colleagues or our reputation, and may result in disciplinary action or contract termination.

Always use the mantra: “Think first, pause and then post second!” **Take a common sense approach.**

1. It is virtually impossible to remove something from the internet, so exercise caution when expressing an opinion - comments online can linger for years and may not be your opinion in years or days to come.
2. Be honest about who you are – do not pretend to be anybody else.
3. Only share information on social media that is in the public domain – never share confidential or sensitive information about the Creative Academy or its users.
4. Be respectful in all communications – consider how you would like to be treated.
5. Do not engage with customers or partners in discussions around specific work direct them to official channels.
6. Where relevant, when you do make a reference, link back to the source. Don't publish anything that might allow inferences to be drawn which could embarrass or damage a customer.
7. Inappropriate comments, whether placed on social media sites during working hours or outside of working hours, may lead to disciplinary action.
8. On personal accounts, where relevant, all employees must make it clear that the opinions expressed are their own (and not that of Creative Academy).

Here is an example of a disclaimer you can use on your social media accounts:

“The opinions and ideas expressed here are my own and do not reflect the views of my employer.”

For general enquiries and/or complaints regarding this policy please contact the Creative Academy using the information below:

- By phone - 01753 875400
- By email - info@creativeacademy.ac.uk
- By post - Creative Academy, 73a Stoke Poges Lane, Slough, Berkshire, SL1 3NY
- By website - using the contact us page
- Complaints - please see the complaints process on the website.