

POLICY

SOCIAL NETWORKING, USE OF SOCIAL MEDIA, AND E-SAFETY

This policy outlines our guidelines and expectations for social networking, the use of social media, and e-safety.



Introduction

Accepting Behaviour Ltd is committed to ensuring the safe and responsible use of social media and the internet by all staff, students, and stakeholders. As an education support provider for neurodivergent students funded through EOTAS packages, we recognise the importance of maintaining professional standards and safeguarding both staff and students in remote working environments, such as students' homes and community settings like libraries.

This policy outlines our guidelines and expectations for social networking, the use of social media, and e-safety.

Legal Framework

This policy is in compliance with the following UK legislation:

- Data Protection Act 2018
- General Data Protection Regulation (GDPR)
- Equality Act 2010
- Safeguarding Vulnerable Groups Act 2006
- Communications Act 2003
- Malicious Communications Act 1988

Scope

This policy applies to all employees and volunteers working for Accepting Behaviour Ltd. It covers the use of social media platforms, personal and professional internet use, and e-safety practices while working remotely or within community settings.

Policy Statement

Accepting Behaviour Ltd is committed to:

- Promoting the safe and responsible use of social media and the internet.
- Protecting the privacy and personal data of all staff and students.
- Ensuring that the use of social media and the internet does not negatively impact the organisation's reputation or the safety and well-being of staff and students.

Guidelines for Social Networking and Social Media Use

1. Professional Conduct

- Staff must maintain professional boundaries at all times and must not engage with students through personal social media accounts unless there is a clear educational or well-being purpose, prior approval from management, and the interaction is considered appropriate and professionally justifiable.
- Any approved social media interaction must remain transparent, professional, publicly appropriate, and focused solely on supporting the student's development, confidence, independence, or educational interests.
- Staff must never engage in secretive, inappropriate, exploitative, or personal online relationships with students.
- Where adult students are considered vulnerable, safeguarding expectations and professional boundaries remain fully applicable regardless of age.
- Staff should, wherever possible, use professional or organisation-approved accounts and must immediately report any concerns regarding online communication or professional boundaries to management or the Designated Safeguarding Lead (DSL).
- Use professional accounts for all work-related communication and ensure that content is appropriate and reflects the values of Accepting Behaviour Ltd.

Privacy and Confidentiality

- Do not share confidential or personal information about students, their families, or other staff members on social media.
- Ensure that any communication or content shared complies with GDPR and the Data Protection Act 2018.

Content and Communication

- Do not post or share any content that is discriminatory, offensive, or harmful.
- Avoid engaging in discussions or activities that could bring the organisation into disrepute.

Use of Social Media for Educational Purposes

- When using social media as a teaching tool, ensure that it is done through official channels and with appropriate privacy settings.
- Obtain consent from students and parents/guardians before using any student-related content.

E-Safety Guidelines

Safeguarding

- Follow the organisation's safeguarding policies and procedures at all times.
- Report any e-safety concerns or incidents to the designated safeguarding lead immediately.

Data Security

- Use secure passwords and update them regularly.
- Ensure that any devices used for work purposes have up-to-date security software.
- Store and share student data securely, using encrypted methods where possible.

Internet Use

- Use the internet responsibly and ensure that any work-related browsing is appropriate and relevant to the role.
- Avoid accessing, downloading, or sharing illegal or inappropriate content.

Remote Working

- When working remotely, ensure that your work environment is secure and private.
- Use secure Wi-Fi connections and avoid using public Wi-Fi for accessing sensitive information.

Monitoring and Compliance

- Accepting Behaviour Ltd reserves the right to monitor the use of its IT systems and social media channels to ensure compliance with this policy.
- Any breaches of this policy will be taken seriously and may result in disciplinary action, including dismissal.

Training and Support

- All staff will receive training on the safe and responsible use of social media and the internet.
- E-safety training will be provided regularly to ensure staff are aware of the latest best practices and risks.

Review and Updates

- This policy will be reviewed annually to ensure it remains relevant and effective.
- Updates will be communicated to all staff promptly.

Accepting Behaviour Social Media, Photography and Digital Content Policy

Accepting Behaviour recognises the positive role that photography, film, documentaries, social media, and digital storytelling can play in celebrating student progress, promoting acceptance-based support, reducing stigma, and raising awareness of neurodivergent experiences.

We are committed to ensuring that all use of images, videos, recordings, and online content is carried out safely, respectfully, lawfully, and in a way that protects the dignity, well-being, and safeguarding of all children and young people.

This section applies to all staff, tutors, volunteers, and professionals working on behalf of Accepting Behaviour.

This section aims to:

- protect children, young people, vulnerable adults, families, and staff
- ensure safe and appropriate use of photography and digital media
- provide clear professional boundaries regarding social media use
- ensure compliance with safeguarding and GDPR responsibilities
- prevent misuse of images, recordings, or online communication
- ensure that all public content reflects the values and ethos of Accepting Behaviour

Use of Images and Videos

Accepting Behaviour may use photographs, videos, interviews, audio recordings, documentaries, social media posts, and promotional content to:

- celebrate student achievements and progress
- promote acceptance-based support
- raise awareness of neurodivergent experiences
- demonstrate educational activities and engagement
- share positive examples of learning and development

All use of images and recordings must prioritise:

- safeguarding
- dignity
- consent
- privacy
- emotional wellbeing
- future impact
- vulnerability considerations

Consent and Student Wishes

Written consent will always be obtained before any identifiable image, video, audio recording, or promotional content is shared publicly.

Where appropriate, the wishes and comfort of the child or young person will also be sought and respected, regardless of parental consent.

No student will ever be pressured, encouraged, or expected to participate in photographs, videos, documentaries, interviews, or promotional content.

Consent can be withdrawn at any time. Where this occurs, Accepting Behaviour will take reasonable steps to remove content where possible.

Special consideration must be given where children or young people:

- are vulnerable
- have SEND needs
- have experienced trauma
- are looked after children
- experience anxiety
- may not fully understand digital permanence or online exposure

Approval and Publication Process

To protect students, families, and staff, all public content is reviewed and approved centrally before publication.

No staff member may independently:

- upload student images or videos
- post student content online
- create public promotional content involving students
- publish documentaries or interviews involving students
- share student progress publicly

This includes:

- Facebook
- Instagram
- TikTok
- YouTube
- websites
- podcasts
- documentaries
- online advertising
- printed promotional material

Staff Responsibilities

Staff may collect approved photographs or recordings only where:

- consent has been confirmed
- the activity has a clear educational or promotional purpose
- the content is appropriate and respectful
- management approval has been given

Staff must:

- follow safeguarding and GDPR procedures at all times
- Use organisation-approved systems where possible
- immediately report any concerns regarding images or recordings
- ensure that no inappropriate or excessive content is captured
- avoid sharing identifiable information unnecessarily

Staff must never:

- upload student content to personal social media accounts
- store student images indefinitely on personal devices
- engage in inappropriate online interaction with students
- use images in a way that could humiliate, exploit, stereotype, or place students at risk
- share confidential or sensitive information online

Professional Boundaries and Social Media

Staff must maintain professional boundaries at all times.

Personal social media interaction between staff and students is not permitted unless:

- There is a clear professional purpose
- management approval has been given
- safeguarding considerations have been reviewed
- the interaction remains transparent and professionally appropriate

Particular care must be taken where adult students remain vulnerable due to SEND, mental health, or additional needs.

Online Safety and Safeguarding

Careful consideration must always be given before content is shared publicly online.

Content must never:

- reveal home addresses or live locations
- identify schools or sensitive placements without agreement
- disclose confidential information
- place students at risk of exploitation, bullying, harassment, or online targeting

Risk assessments may be required before certain content is approved for publication.

Accepting Behaviour reserves the right to refuse, remove, or restrict any content where safeguarding or well-being concerns arise.

Storage and Data Protection

All images, videos, and recordings are:

- stored securely
- password-protected where appropriate
- handled in accordance with GDPR and data protection legislation
- only retained for as long as necessary

Unauthorised sharing, copying, or distribution of student content may be treated as a safeguarding matter and disciplinary issue.

Breach of Policy

Any breach of this policy may result in:

- disciplinary action
- safeguarding investigation
- removal of access to organisational systems
- referral to external agencies where appropriate

Monitoring and Review

This policy will be reviewed annually or sooner if safeguarding guidance, legislation, or organisational practice changes.

Accepting Behaviour remains committed to ensuring that all digital content is used safely, ethically, respectfully, and in a way that protects both students and staff.

Conclusion

Accepting Behaviour Ltd is dedicated to promoting a safe and responsible approach to social media and internet use. By adhering to this Social Networking, Use of Social Media, and E-Safety Policy, we aim to protect the privacy and well-being of all staff and students, while maintaining the professional integrity of our organisation.

By following this policy, Accepting Behaviour Ltd ensures that all staff are aware of their responsibilities regarding social media use and e-safety, fostering a secure and professional environment for both education and support.

Approval and Review.

This policy was approved by the managing directors Aaron Yorke and Jayne Yorke and is reviewed/updated yearly.

Date	Reviewed by Aaron Yorke (Managing Director)	Reviewed by Jayne Yorke (Managing Director)
August 2023 <i>Created</i>		
	Date: August 15 th 2023	Date August 15 th 2023
June 2024 <i>Reviewed/updated</i>		
	Date: June 8 th 2024	Date June 6 th 2024
June 2025		
	Date 5 th June 2025	Date 5 th June 2025
May 2026		
	6 th July 2026	6 th July 2026