

Social Media – Tutor Code of Conduct

Social media (e.g. Facebook, Twitter (X), LinkedIn) is a broad term for any kind of online platform which enables people to directly interact with each other. However, some games, and video sharing platforms such as You Tube have social media elements to them.

The Tutor Trust recognises the numerous benefits and opportunities which a social media presence offers. Staff and tutors are actively encouraged to find creative ways to use social media. However, there are some risks associated with social media use, especially around the issues of safeguarding, bullying and personal reputation. This Code of Conduct aims to encourage the safe use of social media by the Tutor Trust, its staff, tutors and associated partners.

Tips for managing your personal use of social media:

- “Nothing” on social media is truly private
- Social media can blur the lines between your professional and private life. Don’t use the Tutor Trust and/or branding on personal accounts
- Check your settings regularly and test your privacy
- Keep an eye on your digital footprint
- Keep your personal information private and that of others
- Regularly review your connections – keep them to those you want to be connected to
- When posting online consider; Scale, Audience, Privacy and Permanency of what you post
- If you want to criticise, do it politely
- Take control of your images – do you want to be tagged in an image? What would Schools or parents say about you if they could see your images?
- Report a problem to the Tutor Trust team

The Do’s

- Check with a member of the Tutor Trust team before publishing content that may have controversial implications for the Tutor Trust
- Use a disclaimer when expressing personal views
- Make it clear who is posting content
- Use an appropriate and professional tone
- Be respectful to all parties
- Ensure you have permission to ‘share’ other peoples’ materials and acknowledge the author
- Express opinions but do so in a balanced and measured manner
- Think before responding to comments and, when in doubt, get a second opinion
- Seek advice and report any mistakes
- Consider turning off tagging people in images where possible

The Don’ts

- Don’t comment, post content or link to materials that will bring the Tutor Trust into disrepute
- Don’t publish confidential or commercially sensitive material

- Don't breach copyright, GDPR (data protection) or other relevant legislation
- Consider the appropriateness of content for any audience of Tutor Trust accounts, and don't link to, embed or add potentially inappropriate content
- Don't post derogatory, defamatory, offensive, harassing or discriminatory content
- Don't use social media to air internal grievances
- Never accept or friend/like/follow a pupil on any form of social media

*The Tutor Trust accounts are monitored frequently