



## Blundell's Development Office

### **Best Practices, Rules & Guidelines:**

The purpose of Blundell's social media sites are to keep the Blundell's Community informed with up to date news, events & photos. We cover a wide range of information such as pupil sporting matches, OB events, Career & Business Mentoring and day to day activities at the School. Blundell's is dedicated to providing and maintaining the School's social media presence as a forum for conversations about a range of issues in new and flexible ways.

It's important that users of these social media sites conform to a reasonable standard of behaviour, ensuring to preserve both the user and School's Reputation.

**The guidelines below are good ground rules for those that are using Social Media sites but especially when engaging with Blundell's online.**

- **Ethos:** Blundell's School Social Media Sites act to serve the Blundellian Community. The welfare & happiness of our pupils while at School & as Old Blundellians is our priority. We hope the happy memories & relationship formed while at School will continue and we hope our group will help foster these relationships.
- **Respect:** Please be nice--simple as that! Be helpful & encourage one another. Treat others the way you'd want them to treat you. Certain topics can lead to inflammatory conversations and negative comments. Don't fan the flames. Keep your comments kind, thoughtful and on topic.
- **Contribute to the conversation.** Make sure your posts add value to a conversation. If it's a thoughtful, intelligent and kindly-worded post, then it's adding value.
- **Most inside jokes don't belong online.** Inside jokes may seem funny to you, but are likely to be misunderstood, or worse, seen as offensive to others.
- **Private isn't really private.** Anything you say online can be shared, often in one click. Just because your account has strict privacy settings doesn't mean everything you post will remain private. Your friends may think your post is funny or brilliant and could share it online without asking you first. If you wouldn't say something publicly, don't post it online.
- **You can't delete it.** Think before you post and don't post if you're feeling really emotional about something. There's really no such thing as "delete" on the Internet. So don't let your emotions get the better of you and post something you may regret later.

- **Respect what others have created.** If you didn't record that song, take that picture, write that article or create that video, don't copy it. Share it instead. Linking back to the original artist's song/photo/article/video is the best way to spread your love for what they created while respecting their talent and International Copyright laws.
- **Keep it confidential.** We all have access to various confidential data, documents and conversations. Never share confidential information online.
- **Keep your personal information personal.** Never disclose your home address or phone number, or any other personal information online. Even if it's only meant for a very close friend, remember it's possible that all of their friends can see your post too. If you need to send someone your personal information, do it via a private message
- **Resolve disagreements in person.** The Internet is not the place to complain about the School, a specific department or say negative things about our pupils or staff. If you are having problems with a person or department at the School, talk to them face to face.
- **Show your Blundell's Spirit.** Feel free to say you're an OB, pupil, staff member or parent and show your pride. But make it very clear that you are not an official Blundell's spokesperson and are not authorized to speak on our behalf.
- **Warning & Blockings:** First time offenders will be notified of their inappropriate behavior and comments/photos removed. If the offence is repeated you will be blocked automatically.
- **Flagging inappropriate material:** Members are encouraged to flag items that are inappropriate. Self-policing is the most effective way to keep spammers & inappropriate content at bay. **See Contact.**
- **Contact:** If you have any questions about our Social Media sites or would like Blundell's to share a news story or announcement please contact [devoffice@blundells.org](mailto:devoffice@blundells.org) or Tel. 01884 243262.
- **ENJOY!** We hope you enjoy being members of our Social Media Sites. Please use it responsibly & with sensibility. In keeping with the above requirements we can ensure this programme will be preserved for others.

**“Blundell's School is not responsible for the content featured by third parties on our Social Media Sites. The links & discussions that are featured on these sites are for information only and are not an endorsement of any kind. This group is carefully monitored but Blundell's School does not assume any liability for the comments, discussions, polls, goods or services provided by third parties.”**