



## HST Social Networking Policy

Social networking sites offer the opportunity for useful communication with colleagues, clients and other agencies, but these communications are easily shared outside normal professional boundaries.

All involved with Home School Tutoring must take care to protect their personal and professional privacy and protect both themselves and Home School Tutoring UK from the risk of allegations, misrepresentation or disrepute.

Advisors are of course allowed, indeed encouraged, to associate themselves as part of the national company Home School Tutoring UK, (in a world of rapidly growing competition, the fact that HST UK has been a trusted agency since 1984 is a huge advantage!) as well as their own area when posting. Social media is an important and ever-increasing advertising resource, but we ask that advisors think carefully when posting as part of HST and abide by the following:-

Any communications that are made in a professional capacity through social media must not:

- breach confidentiality, for example by:
  - revealing intellectual property or information owned by Home School Tutoring UK without explicit permission from the Directors or;
  - sharing information pertaining to a named or potentially identifiable client without their explicit permission or;
- do anything that could be considered discriminatory against, or bullying or harassment of, any individual or group, for example by:
  - making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age or;
  - using social media to bully another individual; or
  - posting images that are discriminatory or offensive or links to such content or;
- bring the name of Home School Tutoring into potential disrepute, for example by:
  - criticising or arguing with clients, colleagues or competitors or;
  - making defamatory comments about individuals or other organisations, agencies or groups; or
  - posting images that are inappropriate or links to inappropriate content or;
- breach copyright, for example by:
  - using someone else's images or written content without permission; or
  - failing to give acknowledgement where permission has been given to reproduce something.

*We recognise that every child is unique.*