

Social Media & Marketing Policy

Date: 31/08/2021

Reviewed: 01/09/2025

Next Review Due: 01/09/2030

Policy Owner: Marc Tuyens

1. Purpose

This policy outlines how Marc Tuyens uses social media and marketing communications in a responsible, ethical, and professional manner.

It ensures that all online activity and promotional materials protect the **privacy, dignity, and safety** of students and comply with UK **safeguarding, data protection**, and **advertising standards** requirements.

2. Scope

This policy applies to all professional use of:

- Social media platforms (e.g. LinkedIn, X/Twitter, Facebook, Instagram, TikTok);
- Website content, blogs, or online resources;
- Digital and printed marketing materials;
- Testimonials, case studies, or photographs;
- Any communication that represents Marc Tuyens publicly.

It covers all contact with schools, students, parents, and partner organisations.

3. Principles

Marc Tuyens is committed to ensuring that all social media and marketing activity:

- Promotes career development and lifelong learning in a **positive and inclusive** way;
- Protects the **confidentiality** of students and partner schools;
- Complies with the **Equality Act 2010, Data Protection Act 2018**, and **UK GDPR**;
- Adheres to **safeguarding and professional boundaries** at all times;
- Upholds the reputation of the schools worked with and the wider careers profession.

4. Professional Conduct Online

- Social media will be used **solely for professional purposes**, such as sharing career information, resources, events, and positive practice.
- Personal opinions, political views, or controversial topics will not be shared from professional accounts.
- Communication with students through personal or private social media channels is **strictly prohibited**.
- Direct messaging with students will only take place through approved school systems or professional email accounts, in line with school safeguarding procedures.

5. Use of Images, Testimonials & Case Studies

- **No photographs, videos, or identifying information** of students will be taken or shared without **explicit written consent** from the school and the student's parent/carer (as appropriate).
- Testimonials or anonymised case studies may be used **only** with prior written consent from the student (if over 16) and/or the school.
- Consent forms will clearly state how and where the material will be used (e.g., website, brochure, presentation).
- Consent can be withdrawn at any time, and all related content will be removed promptly.

6. Branding and Representation

When representing Marc Truyens online:

- All posts and materials will be accurate, professional, and free of misleading claims.
- School logos, images, or references will not be used without written permission.
- Professional standards (language, tone, imagery) will reflect the values of education, safeguarding, and equality.

7. Data Protection and Privacy

- Personal data (names, contact details, testimonials, etc.) will only be used for marketing purposes with informed consent.
 - Email marketing (e.g. newsletters) will comply with **PECR** (Privacy and Electronic Communications Regulations) and **GDPR**.
 - Mailing lists will be managed securely, with clear opt-in and unsubscribe options.
 - No student data will ever be used for marketing or promotional purposes.
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8. Monitoring and Security

- Professional social media accounts will be regularly monitored to ensure appropriate use.
 - Inappropriate or harmful online comments will be reported or removed immediately.
 - Any data breach or misuse of content will be reported and managed in line with the **Data Protection Policy**.
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9. Breaches of Policy

Any breach of this policy will be taken seriously and may result in:

- Removal of inappropriate content;
 - Suspension of access to professional accounts;
 - Notification to relevant authorities or schools if safeguarding or reputational risks are identified.
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10. Review

This policy will be reviewed annually, or sooner if there are changes to legislation, school expectations, or best practice in professional online conduct.

Signed: Marc Truyens

Name: Marc Truyens

Date: 31/08/2021