

Nescot Corporation Code of Conduct

Once this code has been adopted by the Corporation, all members agree to faithfully abide by it.

We agree to abide by the Seven Nolan Principles of Public Life:

Selflessness

We will act solely in terms of the public interest.

Integrity

We will avoid placing ourselves under any obligation to people or organisations that might try inappropriately to influence us in our work. We will not act or take decisions in order to gain financial or other material benefits for ourselves as outlined by the Bribery Act 2010, our family, or our friends. We will declare and resolve any interests and relationships.

Objectivity

We will act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.

Accountability

We are accountable to the public for our decisions and actions and will submit ourselves to the scrutiny necessary to ensure this.

Openness

We will act and take decisions in an open and transparent manner. Information will not be withheld from the public unless there are clear and lawful reasons for so doing.

Honesty

We will be truthful.

Leadership

We will exhibit these principles in our own behavior. We will actively promote and robustly support the principles and be willing to challenge poor behavior wherever it occurs.

We will focus on our core governance functions:

1. Ensuring there is clarity of vision, ethos, and strategic direction
2. Holding executive leaders to account for the educational performance of the organisation and its learners and the performance management of staff
3. Overseeing the financial performance of the organisation and making sure its money is well spent
4. Ensuring the voices of stakeholders are heard.

As individual board members, we agree to:

Fulfil our role & responsibilities

1. We accept that our role is strategic and so will focus on our core functions rather than involve ourselves in day-to-day management.
2. We will fulfil our role and responsibilities as set out in our scheme of delegation.
3. We will develop, share and live the ethos and values of the College.
4. We agree to adhere to College policies and procedures which will comply with relevant governing documents and law.
5. We will work collectively for the benefit of the College.

6. We will be candid but constructive and respectful when holding senior leaders to account.
7. We will consider how our decisions may affect the College and local community.
8. We will stand by the decisions that we make as a collective.
9. Where decisions and actions conflict with the Seven Principles of Public Life, or may place learners at risk, we will speak up and bring this to the attention of the relevant authorities.
10. We will only speak or act on behalf of the Board if we have the authority to do so.
11. We will fulfil our responsibilities as a good employer, acting fairly and without prejudice.
12. We will not discriminate against anyone and will work to advance equality of opportunity for all.
13. We will recognise the value of a diverse Board and establish suitable diversity and inclusion objectives for ourselves.
14. We will fulfil our obligations around the safeguarding of students especially concerning the requirement to promptly undertake the process for a criminal records check (DBS), disclose any criminal cautions or convictions following receipt of a DBS and continually monitor the College's provision and actions.

Demonstrate our commitment to the role

1. We will involve ourselves actively in the work of the Board, and accept our fair share of responsibilities, serving on committees or working groups where required.
2. We will make every effort to attend all meetings and where we cannot attend explain in advance why we are unable to.
3. We will attend meetings either via MS Teams or on site, and will aim to attend at least two Corporation meetings per academic year at the College.
4. We will arrive at meetings prepared, having read all papers in advance, ready to make a positive contribution and observe protocol.
5. We will get to know the College well and respond to opportunities to involve ourselves in College activities.
6. We will visit the College and when doing so will make arrangements with relevant staff in advance and observe College and Board protocol.
7. We will participate in and complete promptly all onboarding and induction training and any other training and take responsibility for developing our individual and collective skills and knowledge on an ongoing basis.

Build and maintain relationships

1. We will develop effective working relationships with College leaders, staff, and other relevant stakeholders from our local community.
2. We will express views openly, courteously, and respectfully in all our communications with Board Members and staff, both inside and outside of meetings.
3. We will work to create an inclusive environment where each Board Member's contributions are valued equally.
4. We will support the Chair in their role of leading the Board and ensuring appropriate conduct.

Respect confidentiality

1. We will observe complete confidentiality both inside and outside of College when matters are deemed confidential or where they concern individual staff, learners or families.
2. We will not reveal the details of any Corporation Board vote.
3. We will ensure all confidential papers are held and disposed of appropriately.
4. We will maintain confidentiality even after we leave office.

5. We will abide by the Nescot Social Media and Direct Marketing policy (appended to this document).
6. We will not comment about the College either internally or externally unless agreed by the College when in office or when we leave office

Declare conflicts of interest and be transparent

1. We will declare any business, personal or other interest that we have in connection with the Board's business, and these will be recorded in the Register of Interests.
2. We will also declare any conflict of loyalty at the start of any meeting should the need arise.
3. If a conflicted matter arises in a meeting, we will offer to leave the meeting for the duration of the discussion and any subsequent vote.
4. We will act in the best interests of the College as a whole and not as a representative of any group.
5. We accept that in the interests of open governance, our names, date of appointment, terms of office, roles on the Corporation Board, attendance records, category of Governor will be published on the College's website.

In addition to this code, we agree to abide by the policies and procedures as set out in the onboarding process and induction programme and adhere to the Keeping Children Safe in Education (KCSIE) statutory guidance.

We understand that potential or perceived breaches of this code will be taken seriously and that a breach could lead to formal sanctions.

Adopted by the Nescot Corporation Board on 31st March 2023

Signed: Chris Muller, Chair

The Nescot Corporation Board agree that this Code of Conduct will be reviewed annually, upon significant changes to the law and policy, or as needed, and it will be endorsed by the full Corporation Board.



Social Media And Digital Marketing Policy

Social Media and Digital Marketing Policy

PURPOSE AND SCOPE OF THE SOCIAL MEDIA AND DIGITAL MARKETING POLICY

This policy aims to set out guidelines for Nescot staff using social media, in order to protect themselves from inadvertent harm, and to safeguard the ethos and reputation of the college. (NB Our strategy for positive use of branded social media accounts and digital marketing in order to promote the college, attract prospective students and keep them 'warm' in order to convert applications into enrolments, is covered in marketing strategies).

This policy recognises that the safety and welfare of students and staff is of the utmost importance. However, it also recognises that the use of social media is increasingly important in college life, for example as a strand of marketing and keep-warm activity as well as a teaching and learning tool. Many students expect to be able to use social media to communicate with the college and their tutors. The intention of this policy is not to prevent or restrict Nescot staff and students from social media activities that enhance teaching and learning, support recruitment and retention of students, promote the reputation of the college or otherwise benefits the college and its students, but aims to provide clear guidance on safe and responsible usage, and the consequences for misuse.

Although communication via social media is by its nature informal, staff using public accounts and/or those communicating with students, colleagues, stakeholders or business partners must remain professional at all times. Above all, staff must exercise common sense and sound judgements when using social media, whether accounts are for personal or work use. Staff should take care to protect their personal and professional integrity and that of their colleagues, as well as the reputation and integrity of the college and the protection of associated data. Communication with students through social media accounts is not precluded, but must be professional in nature at all times. Any inappropriate behaviour online, including but not limited to bullying, harassment, discrimination or libel, will be treated in the same way as behaviour exhibited in the workplace.

Staff are responsible for setting, checking and updating their privacy settings. Staff must ensure their personal accounts retain the boundaries between their personal and professional lives, and to protect their privacy and integrity.

Nescot's Digital Marketing (including but not limited to, use of websites, paid social media and digital advertising, marketing emails, online surveys, and search advertising) are professionally managed to ensure we gain maximum benefit from our resources and expenditure. The marketing department has to ensure that our ability to undertake these activities is not compromised by, for example, the Nescot email domain being categorised as a 'spam' emailer, or being blocked from key platforms.

For further information or guidance, please contact the marketing department.

Students

The College has limited ability to influence students' use of social media and the digital domain. Equally it is not desirable for the college to unduly limit students' freedom to express themselves. While there is no specific social media policy to apply to students, their online behaviour is restricted only by our general behaviour policies. For example students must abide by: applicable laws; safeguarding and bullying policies; and the requirement not to bring the college into disrepute.

RELATED POLICIES

This policy is intended to supplement and be read in conjunction with relevant college policies and documents. These include, but are not limited to:

- E-Safety policy;
- Code of Ethics;
- Safeguarding policy;
- Learning Agreement;
- Data Access policy;
- Staff and Student IT Acceptable Use policies; and
- Staff Code of Conduct.

WHAT IS SOCIAL MEDIA?

Social media is the collective term for websites and mobile applications that allow users to network with one another and to share content, including pictures and videos.

For the purposes of this policy it includes, but is not limited to:

- Facebook
- Twitter
- Instagram
- YouTube
- Google+
- TikTok
- Whatsapp
- Tumblr
- LinkedIn
- Flickr
- Pinterest
- About.me
- FourSquare
- Blogs

STAFF MEMBERS' SOCIAL MEDIA ACCOUNTS

Staff must ensure accounts are easily distinguishable as 'personal' or 'professional' accounts, regulating their privacy settings and behaviour accordingly.

Above all, staff must exercise common sense and sound judgements when using social media, whether accounts are for personal or work use. Social media posts, while they can be deleted, are routinely recorded/copied and therefore should be considered a permanent written form of communication, and students, parents, governors, competitors and journalists may all be reading your content.

A good rule of thumb is to only make comments or share content which you would be happy to share with your line manager or colleagues, or to have printed alongside your name.

In addition, all staff have the responsibility to report any concerning behaviour relating to the college they see on social media to the safeguarding team. Concerning behaviour seen online must be treated in the same way as that which is noticed in college. Concerning behaviour online may include, but is not limited to, the sharing of radical and extremist views and of propaganda material.

PERSONAL SOCIAL MEDIA ACCOUNTS

Staff are, of course, entitled to their own private social media accounts, and this policy does not seek to unduly restrict that right. However, social media accounts in your name, or identifiable as belonging to you, allow others to identify you as a Nescot member of staff. You must ensure therefore that you do not compromise your position or bring the college into disrepute by anything you are posting.

Staff posting on 'open' social media accounts, such as a standard Twitter profile or Facebook account with low privacy settings, bear a higher burden of responsibility than those using closed or private accounts. Firstly, they must make clear that they are not speaking on behalf of or in any way representing the college. Secondly, they must ensure they do not post or endorse content which is in way contrary to the college ethos or policies or their own employment contract.

This includes, but is not limited to, content which is discriminatory, disparaging of colleagues, students, partners or the college; inflammatory or grossly offensive in nature, including extremism.

Staff are permitted to use personal social media accounts to express reasonable opinions. Staff should refrain from endorsement of a product or service used in connection with work which could be perceived as giving rise to any conflict of interest.

Staff posting on 'closed' or private accounts, or 'chat groups' on platforms such as Whatsapp, must ensure their content is appropriate for their own audience of followers or 'friends', in particular for example in a group which includes colleagues or business partners. In addition, staff must bear in mind that profile and cover images on social media accounts may be publicly viewable, irrespective of privacy settings. Therefore, staff must ensure these images do not represent activities which are inappropriate, illegal or otherwise contrary to the college ethos or their own employment contract. Staff should be aware that chat groups involving colleagues could be subject to Data Subject Access Requests.

If a staff member is contacted through social media by a media organisation on a matter which involves students or the college, they must refer the matter to the marketing department.

USING SOCIAL MEDIA FOR WORK

Staff may need or wish to hold social media accounts for work use. This includes the marketing team, who are responsible for running and maintaining the college's branded social media accounts. Staff may also wish to use social media for a variety of reasons, such as supporting teaching and learning, or sharing information about college trips.

USING BRANDED SOCIAL MEDIA ACCOUNTS

Branded social media accounts are any accounts which use the 'Nescot' name, logo or brand identity in any way. These accounts include:

- a. central accounts, created to promote and communicate on behalf of the whole college, administered by communications professionals in the marketing department, and administered by a member of staff outside the marketing department.
- b. departmental accounts, created to promote the work of a specific section of the college, and administered by a member of staff outside the marketing department.

Creating Departmental accounts

Staff who wish to use Social media for professional reasons relating to their role at Nescot must create a separate 'work' account. All communication must be professional in content, volume and language. Any member of staff proposing to create a new departmental account must:

- discuss this first with the Head of Marketing / Social media officer, to ensure that creation of the account is appropriate and sustainable.
- ensure that the member of staff who will administer the account has shared account details and password with the Head of Marketing / Social media officer, and that the password is otherwise kept securely.
- ensure that all appropriate guidelines contained in this policy and the social media strategy are followed.

Any person who establishes a social media account on behalf of the college (or any department within it) retains the responsibility for it. This includes the responsibility to monitor the site and to deal with any safeguarding issues arising from it.

Central branded accounts

The central Nescot-branded accounts will be managed by the Marketing department. Appropriately-skilled staff members in the marketing department will ensure good practice, the current social media strategy, and college policies are followed.

Monitoring and reporting concerns

Users of branded social media accounts bear a special responsibility for monitoring and reporting any concerning behaviour.

The staff member responsible for running the college's central branded accounts uses an aggregation tool to monitor usage of the college name, both in direct mentions and in other conversations. This tool is not intended to facilitate spying on students or staff, but may be used to monitor and immediately flag up any concerning behaviour to the safeguarding team. As above, concerning behaviour may include, but is not limited to, expressions of support for extremist views or sharing of extremist materials, suggestions of cheating in assignments, or threats of violence or other crime.

IMAGES OF AND INFORMATION ABOUT STUDENTS

The marketing department has a permissions procedure to ensure appropriate consent is given for the use of words and images connected with students or student work.

If staff in other departments use images of students in departmental social media accounts, (or send the marketing department images of or information about a student to be used in order to support marketing activities, such as images taken on college trips) it is the responsibility of the staff member to explain what the image or information may be used for and to gain verbal consent from the student(s) involved. If the staff member subsequently has reason to believe permission has been withdrawn, the post(s) should be deleted.

DIGITAL MARKETING

Nescot's positioning in the digital arena is professionally managed and monitored on a daily basis. A significant proportion of our web traffic, and thus applications and other business-critical processes are generated by our coordinated digital marketing activity. This incorporates the strength of our websites on Google (their SEO), the price we pay for clicks on digital ads, the legitimacy of the @nescot.ac.uk e-mail extension for our e-marketing and the way we manage our data to ensure we are not sender-blacklisted, or fail to comply with GDPR.

The following policies ensure that the marketing team can best achieve college objectives, while managing the risk of platforms becoming compromised.

WEB SITES

Nescot's websites are managed by the Nescot Marketing Department. No member of staff should create any website relating to Nescot (either directly or by inference) without seeking the permission and advice of the Nescot Marketing Department. This includes setting up or amending any presence on 'Google My Business' or similar platforms.

WEB NAMES/DOMAINS

No member of staff should register any web name or domain relating to Nescot (either directly or

indirectly) without seeking the prior advice and approval of the Nescot Marketing Department.

DIGITAL ADVERTISING

Nescot's Marketing Department manages all online advertising for Nescot. No member of staff should undertake paid advertising on Google, Facebook, Twitter, TikTok or any other digital platform without seeking the permission and advice of the Nescot Marketing Department.

DIGITAL MARKETING CONSULTANCIES OR OTHER THIRD PARTIES

No member of staff should appoint any digital agency to undertake web development, digital advertising, e-marketing or any other digital work without seeking the advice and approval of the Nescot Marketing Department. This will avoid duplication/conflict and ensure best use of resources.

MASS E-MAIL MARKETING OR TEXTING

No member of staff should undertake mass e-mailing, either via Outlook or any third-party e-mail sender (e.g. mailchimp, D365 (our CRM system), dot-creative etc.) without seeking the advice and approval of the Nescot Marketing Department. (As a guide anything over 30 contacts intended to promote, or give information on, any college service) would be considered a 'mass' email).

This guidance is designed to protect our @nescot.ac.uk email extension from sender blacklisting by the major mail companies (e.g. gmail, Hotmail etc).

If you need to email large numbers (over 30) of your Outlook contacts you should consider breaking the emails into smaller groups, making each message more personal/relevant to the recipients.

Staff should also not undertake mass texting via any platform.

In general, staff members should not hold their own databases of contacts, except where their job role is given access to use approved college systems (eg EBS, CRM as applicable). For details on whether you should be holding data or not please refer to our Data Protection Policy or seek advice from Marketing or the college's Data Protection Officer.

ONLINE REVIEWS

No member of staff should post or respond to reviews relating to Nescot on any online platform (e.g. Facebook, Google etc). This applies to either negative or positive reviews. The latter can compromise our presence on Google if it is discovered that the poster was a Nescot employee, even if the action was taken incognito.

MARKET RESEARCH SURVEYS

No market research surveys should be undertaken without the prior advice of the Nescot Marketing Department. We have a paid contract with an online survey provider. The department can also provide professional advice to ensure surveys are put together and conducted in the most effective way.

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