

Social Media and Artificial Intelligence Policy

Table of Contents

1.0	Purpose
1.1	Scope
2.0	Social Media Platforms
2.1	Use of Talented Training's social media platforms (where applicable)
2.2	Use of personal social media platforms
3.0	Social Media Guidelines
3.1	Social Media Monitoring
3.2	Public Interest Disclosure (Whistleblowing)
4.0	Artificial Intelligence (AI)
4.1	Principles for Ethical Use of Generative AI
4.2	Academic Integrity and AI
4.3	AI Guidance for Students
4.4	AI Guidance for Staff
5.0	Non-Compliance
6.0	Document Control
6.1	Version Control
6.2	Next Review Date
6.3	Document Authorisation

Social Media and Artificial Intelligence Policy

1.0 Purpose

Social media allows people to communicate instantly with each other or to share information in a public forum. Social media tools and platforms include email, online social forums, Facebook, Twitter, blogs, wikis, podcasts, message services, video- and image sharing websites and similar facilities.

This policy is intended to help staff make appropriate decisions about the use of social media in connection with their work, to outline the standards expected in its use, to explain the organisation's approach to achieving standards and to describe what will happen in cases of non-compliance with the policy.

Talented Training recognises the evolving landscape of education and the integration of Artificial Intelligence (AI) into teaching and learning activities. This policy aims to provide guidelines for the appropriate, allowable, and ethical use of AI within our educational environment.

Talented Training is committed to ensuring privacy, security, and compliance with relevant regulations in the use of AI. All AI applications within the institution must adhere to data protection standards, and accountability lies with the individuals responsible for choosing and implementing AI solutions.

1.1 Scope

This policy covers the use of social media and AI by staff employed by Talented Training Ltd as it might impact on their work, on the people who use the service, including relatives and friends, and on others who encounter the service, e.g. other agencies and professionals.

It extends to the use of social media and AI both in the work setting and during a person's work.

It relates to the personal and private use of social media and AI, where references may be made to the work situation and to a person's work experience, which can be accessed publicly, whether intended or not. It applies to whichever social media devices are used, i.e. those owned by the organisation and staff members' personal devices since both can be used for identical purposes and contain the same information.

It does not include private and confidential social media and electronic communications, which — like letter writing and conversation — do not normally enter the public arena. At the same time, it is seen to be the individual's responsibility to exercise the relevant privacy controls over their social media platforms so that material implicating the service or its users does not appear in the public arena unintentionally. Any relevant material that does so is covered by this policy.

The policy applies to the use of Talented Training's own social media accounts and to the private accounts of all its staff, where the content falls within the scope of the policy as explained in the previous paragraphs.

2.0 Social Media Platforms

The use of Talented Training's social media platforms and personal social media platforms are detailed below.

2.1 Use of Talented Training's social media platforms (where applicable)

Applicants for posts with Talented Training Ltd are reassured that the service does not normally attempt to examine their social media accounts when they apply for a job, which is a breach of their privacy. It might seek to do so if it was alerted to or provided with evidence that would affect their suitability for the position for which they have applied, but only with their permission.

The service uses certain social media platforms [e.g. Talented Training's website, Facebook, LinkedIn page] to promote and explain its values, aims and work. Staff are encouraged to contribute and share their ideas about and within these means as they would on any other aspect of the service.

When contributing to any forum launched by Talented Training to obtain people's views, staff are expected to contribute as they would to any conventional staff meeting in line with established ground rules.

Staff must be authorised by the management/medium administrator to contribute to the content/make any changes to any feature of the relevant platform. Any attempt to hack the service's own media platforms is a serious offence that will result in the staff member(s) facing disciplinary proceedings, almost inevitable immediate dismissal and possible criminal proceedings.

In using Talented Training's own devices for social media use staff must observe the guidelines set out below. They must be aware that they have no right to privacy to any information or data acquired for personal use that is stored on Talented Training's devices. Personal use of the Talented Training's devices will be regularly monitored and reviewed to make sure that it is following the guidelines.

2.2 Use of personal social media platforms

It is accepted that staff members might use Talented Training's and/or their own devices (computers, smartphones, tablets, etc.) to make use of their personal social media platforms during or away from their work.

The personal use of social media in work time, e.g. for messaging purposes, must not interfere in any way with their work.

Where they make any reference to their work situation or work in general on their personal platforms, e.g. in a blog or diary, they should make sure that they express their views in a personal capacity and not as a representative of their organisation by providing a suitable disclaimer, e.g. "The views I express here are mine alone and do not necessarily reflect the views of my organisation/employer."

3.0 Social Media Guidelines

However, and, whenever staff make use of social media that refers to or has implications for the service, it is essential that they comply with the following rules.

In general, they should use social media that contains any reference to their work situation responsibly, respectfully and constructively. They should also co-operate within the law governing communications offences. Any breach of the law resulting from non-work-related social media use could also have an impact on their fitness to be employed in service and to be addressed accordingly.

Staff are advised to discuss any possible areas of confusion with their manager. They should obtain consent to access and/or post any significant work-related material and information, particularly where there are possible breaches of data protection and confidentiality. Staff members must not:

- breach confidentiality by referring directly to service users or revealing personal details about them
- post images, photographs or videos of service users or colleagues without their knowledge or consent
- give away confidential information that they have obtained about any service user, colleague or person with whom they have met in the course of their work
- discuss the business of the service or information about it that they know should be treated as confidential information
- do anything that could be considered discriminatory against, or bullying or harassment of, any individual associated with their work
- make offensive or derogatory comments relating to the sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age of anyone connected to the work situation, user or colleague
- use social media to bully a colleague or service user or anyone connected to either
- bring their employer into disrepute, e.g. by making derogatory or malicious comments or defamatory remarks about the service owners or management
- use Talented Training's devices to post images that are inappropriate or that make links to inappropriate content, e.g. pornographic websites
- disclose confidential intellectual property or information owned by the service/company or breach copyright where the latter is related to the work of the service.

3.1 Social Media Monitoring

To assist with its information governance generally, and specifically, if it is suspected that the above guidelines are being breached or there is unauthorised use of Talented Training's technology, the service reserves the right to monitor and check staff's use of its social media platforms. It will exercise this right only where it has grounds, as stated, for doing this.

It will always keep staff suitably involved and informed of any monitoring being carried out. In making any checks, the service will not seek access to personal or private data content, and it would never disclose or share it without the person's consent, except in extreme circumstances where, for example, there is evidence of criminal activity.

3.2 Public Interest Disclosure (Whistleblowing)

Where a staff member releases information through social media that might be considered a Public Interest Disclosure, e.g. to disclose abuse of vulnerable service users, the organisation's whistleblowing policy will be followed before further action is taken.

4.0 Artificial Intelligence (AI)

Talented Training encourages a balanced approach to integrating AI into pedagogical and andragogical practices. Educators should consider the ethical inclusion of AI to support specific learning outcomes. The core consideration is aligning AI use with desired student demonstrations and ensuring ethical practices, especially in assessments.

Talented Training acknowledges the importance of robust infrastructure and ongoing training to facilitate the effective use of AI. Adequate training and support will be provided to staff and students to ensure responsible and informed engagement with AI technologies.

4.1 Principles for Ethical Use of Generative AI

Authenticity:

- Personalisation and transparency are key elements.
- Assessments should require self-reflection, critical analysis, and connections to prior learning.
- Clear expectations on AI tool usage must be set to prevent misuse.

Accountability:

- Users must independently evaluate AI outputs for accuracy and take responsibility for their use.
- Considerations for data provenance and copyright are essential. Users should be cautious about providing personal data to AI services and clear about the rationale and justification for doing so.

Access:

- Equitable access to AI technologies is a core ethical consideration.
- Talented Training recommends tools that ensure all students have fair access, addressing potential disparities in tiered AI services.

Awareness:

- Promoting AI literacy is crucial for both staff and students.
- Continuous support and communication on AI's opportunities, limitations, and potential biases are essential.
- Privacy concerns regarding personal data submitted to AI services should be highlighted and addressed.
- Staff and students should be encouraged to verify the sources, authenticity, integrity, relevance and applicability of content derived from generative AI.
- From the above, staff and students should be made aware of the potential legal consequences of using "fake" content created recklessly or with malign intent which

has the potential to do harm of any kind to any legal person including organisations.

4.2 Academic Integrity and AI

Use of AI in Assessments:

- Clear guidelines on when and how AI tools can be used must be set.
- Students are encouraged to include how and why they use AI in self-reflection responses.
- AI-generated content should not be referenced as an 'author' in any work.

Detection and Accountability:

- AI detection tools, such as Turnitin, may be used, but they are not foolproof.
- Academic integrity remains the responsibility of individuals, and the use of AI does not excuse plagiarism or other offenses.

4.3 AI Guidance for Students

- 1) Talented Training recognises that AI-powered tools can support and assist the learning and development process in constructive ways. There are legitimate uses for AI, especially in the preparatory stages of your work: for example, in helping you summarise and analyse complex materials; extract key findings; break writers' block; and highlight grammatical errors.
- 2) However, indiscriminate or inappropriate use of AI may not only harm the quality of your education but also undermine confidence in the qualification towards which you are working. To uphold academic integrity while using AI, it is essential to maintain ethical and responsible standards as in any other area of your work. This includes properly citing any tools or resources used, including AI-generated content. You should speak to your tutor before using AI-powered tools to complete any assessment.
- 3) You must not submit work for assessment that has been generated by a chatbot or AI tool. This would be an assessment offence, as with any other form of contract cheating or plagiarism, because the words and ideas generated are not your own. Further to this, the words and ideas generated by the chatbot or AI tool would make use of other human authors' ideas without referencing them, which is plagiarism.
- 4) Ultimately, it is your responsibility to maintain academic integrity while using AI-powered tools. By using AI-powered tools responsibly, you can maintain the principles of academic integrity set out in this policy and avoid potential disciplinary action.

4.4 AI Guidance for Staff

As the use of AI becomes increasingly prevalent in the academic world, it is important for academic staff to be mindful of its potential impact on academic integrity in assessment. Although there are concerns about the impact that AI-powered tools might have on assessment and on academic integrity, prohibiting their use entirely is not likely to prove productive or possible.

Instead, there is a need to interrogate teaching, assessment and feedback practices considering the developments in this area. Effective assessment design will be key to

preventing academic misconduct and to ensuring that assessment is engaging, authentic, and creative.

Talented Training is dedicated to fostering a learning environment that embraces technological advancements while upholding ethical standards and academic integrity. This policy will be regularly reviewed and updated to address emerging challenges and opportunities related to AI in education.

5.0 Non-compliance

Any breaches of this policy will be dealt with through the service's disciplinary procedures. Serious cases will be treated as gross misconduct and result in dismissal. Possible breaches of the law will be referred to the police for investigation and possible criminal proceedings.

Where service users are harmed or put at risk of harm as a result of social media misuse, matters will be addressed under safeguarding procedures and referred to the local safeguarding authority.

Staff engaged in regulated activities who have caused harm to service users or put them at risk of harm through social media misuse will be deemed to have committed gross professional misconduct, dismissed and referred to the Disclosure and Barring Service for possible inclusion on its barring lists.

6.0 Document Control

Below is the change history and document 'sign off' information.

6.1 Version Control

Record of Amendments		
Version Number	Date of Issue	Detail of Change
V1.0	Mar 2024	Policy Re-write and issue.
V2.0	Apr 2025	Policy updated and merged with Artificial Intelligence.

6.2 Next Review Date

The next scheduled review of this document will be April 2026 or earlier if there is a need for an additional review.

6.3 Document Authorisation

Document Authorisation		
Name and Position	Signature	Date
Laura Jambawai Quality and Adult Skills Lead	LJambawai	2 April 2025