

(NOTE: Throughout this document, THE TEACHER TRAINER LTD is referred to as TTT)

TTT POLICY DOCUMENT

Social Media Policy

How TTT and its community use social media responsibly and protect learners, staff and the brand.

Document Control

Document Title	Social Media Policy
Version	1.0
Effective Date	22 April 2026
Next Review Date	22 April 2027
Policy Owner	Phenil Mehta, Centre Manager
Social Media Contact	admin@theteachertrainer.co.uk
Approved By	Phenil Mehta, Centre Manager
Classification	Public
Applies To	All staff, associates, learners and resellers using social media in connection with TTT

Social Media Policy

1. Purpose

This policy sets out how TTT, its staff, associates, learners and resellers use social media in ways that are safe, lawful and professional. It protects learners, staff and the TTT brand; safeguards confidential information; and aligns online conduct with TTT's wider policies on equality, anti-bullying, safeguarding and data protection.

2. Scope

This policy applies to:

- TTT's official social media presence on platforms such as LinkedIn, Facebook, Instagram, YouTube, X, TikTok or any replacement platform
- Staff and associate personal use of social media where TTT is identified or associated
- Learner use of social media in any TTT-branded group, channel or forum and any use that relates to the learner's TTT course
- Reseller use of social media to promote TTT courses, under the Reseller Policy and Agreement

3. Definitions

The following terms carry the meanings given throughout this policy.

Social Media	Any online platform or service that allows users to share content, messages or media, including social networks, messaging apps used as communities, video platforms and discussion forums.
Official Account	A social media account operated by TTT or by a named staff member on TTT's behalf.
Personal Account	An account operated by a staff member, associate or learner for their own purposes, whether or not TTT is identified.
TTT Community Channel	Any group, channel or forum hosted or administered by TTT for learners, including WhatsApp groups or LinkedIn alumni groups.
User-Generated Content	Content posted by learners, staff or members of the public on TTT-associated platforms.

4. Policy Statement

TTT is committed to the following principles and commitments.

1. TTT uses social media to inform, engage and support its learner and professional community, without compromising quality, safeguarding or data protection.
2. Staff and associates representing TTT online are identified as such and behave professionally.
3. Personal opinions expressed online by staff are the individual's own and are distinguished from TTT positions.

4. Learners are supported to engage online safely; safeguarding and anti-bullying protections apply equally on social media as in other settings.
5. Confidential, sensitive and assessment-related information is not posted on social media under any circumstances.
6. Intellectual property, copyright and data protection law are respected at all times.
7. Where social media activity raises a concern, TTT acts proportionately under the Staff Code of Conduct, Learner Code of Conduct, Safeguarding and Prevent Duty Policy or Reseller Policy as appropriate.

5. Roles and Responsibilities

Role	Responsibility
Centre Manager (Phenil Mehta)	Overall accountability; approves Official Accounts; handles serious incidents; liaises with regulators, the Police and platforms where required; reviews this policy annually.
Course Coordinator	Day-to-day moderation of TTT Community Channels; scheduling of official posts; responding to enquiries received through social media.
Staff and associates	Apply the Professional Use section; seek approval before posting TTT content from personal accounts in a way that could be read as TTT communication.
Learners	Follow the Learner Code of Conduct in every TTT Community Channel and when posting about TTT elsewhere.
Resellers	Use only approved assets and claims, under the Reseller Policy and Agreement.

6. Official TTT Social Media

- Official Accounts are approved by the Centre Manager and are clearly identifiable as TTT
- Credentials are held securely in a password manager with MFA enforced, in line with the Information Security and Cyber Security Policy
- Access is restricted to named staff; shared logins are avoided where platforms permit delegated access
- Content is accurate, respectful and consistent with TTT's brand and policies
- Paid posts and promotions are labelled in line with ASA CAP Code and the Consumer Protection from Unfair Trading Regulations 2008
- Comments are moderated; abusive, discriminatory or unlawful content is removed promptly

7. Professional Use by Staff and Associates

- When identified as TTT staff or associate, members of the team behave professionally online and in line with the Staff Code of Conduct and the Equality, Diversity and Inclusion Policy
- Staff do not post images, names or identifying details of learners without the learner's prior written consent

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- Staff do not discuss assessment, IQA or EQA matters, learner performance or internal operational issues on social media
 - Staff do not hold themselves out as representing TTT on matters outside their authority
 - Staff do not accept learner friend or follow requests on personal accounts while the learner is active; professional-only platforms such as LinkedIn are acceptable
 - Where personal posts may reasonably be read as TTT's position, staff include a disclaimer such as 'views are my own'

8. Learner Conduct on Social Media

- Learners follow the Learner Code of Conduct at all times in TTT Community Channels
- Learners do not post another person's image, name, voice or contact details without that person's consent
- Learners do not share or request leaked assessment content, answers or model responses; doing so is malpractice under the Malpractice and Maladministration Policy
- Learners do not use TTT Community Channels for commercial self-promotion, recruitment, unsolicited marketing or political campaigning
- Learners report concerns about content or behaviour to the Course Coordinator promptly

9. TTT Community Channels

- Every TTT Community Channel has a named moderator from TTT staff
- Joining rules, purpose and conduct expectations are clearly stated at join and pinned
- Personal data posted in the group (for example images shared for peer review) is covered by the Privacy Notice; members are reminded not to share sensitive information
- Removal from a channel follows the same proportionate approach as any other sanction and is subject to appeal under the Appeals Policy where it affects the learner's course
- On course completion or learner withdrawal, learners are removed from channels in line with data minimisation

10. Safeguarding and Wellbeing

- Any concern about a learner's safety or wellbeing raised through social media is routed to the Designated Safeguarding Lead (Phenil Mehta) without delay under the Safeguarding and Prevent Duty Policy
- Bullying, harassment or discrimination on social media is treated as seriously as in any other setting and handled under the Anti-Bullying and Harassment Policy
- Where social media activity suggests a risk to life, the Police or emergency services are contacted and the platform's safety tools are used

11. Brand, Intellectual Property and Testimonials

- TTT logos, colours and visual identity are used only as authorised; resellers comply with the Reseller Policy and Agreement

- TTT course materials are not posted on social media or public platforms, in line with the intellectual property terms of the Course Terms and Conditions
- Learner testimonials are used only on the basis set out in the Course Terms and Conditions; learners can withdraw consent at any time by emailing admin@theteachertrainer.co.uk
- Third-party content is shared only with appropriate attribution and within copyright law

12. Complaints and Moderation

- Complaints about content on TTT's Official Accounts or TTT Community Channels are handled under the Complaints Policy
- TTT removes content that is unlawful, abusive, discriminatory, infringes intellectual property, breaches data protection or otherwise violates platform policy
- Platform-reporting tools are used where serious content appears and incidents are logged in the Incident Register where relevant

13. Advertising and Influencer Arrangements

- Paid partnerships with influencers, ambassadors or affiliates are documented in writing
- Influencer posts about TTT include clear #ad or equivalent disclosure and comply with the ASA CAP Code and CMA guidance
- Claims about outcomes, recognition or earnings are not permitted

14. Training

Audience	Content	Frequency
Staff running Official Accounts	Brand, regulation, moderation, safeguarding routes	Annual
All staff and associates	Professional use, safeguarding indicators online, reporting	Induction and annual
Learners	Expectations at induction; reminders in TTT Community Channels	At induction and as needed

15. Monitoring and Review

This policy is reviewed annually by the Centre Manager as part of TTT's self-evaluation process. Interim reviews are triggered by significant incidents, regulator or platform changes or changes to TTT's social media presence. All outcomes are recorded in the Version History at Section 17.

16. Related Documents

This policy should be read alongside:

- Staff Code of Conduct
- Learner Code of Conduct
- Anti-Bullying and Harassment Policy
- Equality, Diversity and Inclusion Policy
- Safeguarding and Prevent Duty Policy
- Data Protection and GDPR Policy
- Information Security and Cyber Security Policy
- Malpractice and Maladministration Policy
- Online Learning and Digital Conduct Policy
- Reseller Policy and Agreement
- Course Terms and Conditions

17. Version History

Version	Date	Author	Summary of Changes
1.0	22/04/2026	Phenil Mehta	A new standalone policy covering Official Accounts, professional use, learner conduct, TTT Community Channels (including WhatsApp groups), safeguarding, brand and IP, testimonials, complaints and paid partnerships, aligned with ASA CAP Code and CMA influencer guidance.

18. Approval

This policy has been reviewed and approved by the Centre Manager of TTT.

Phenil Mehta
Name

P Mehta
Signature

22/04/2026
Date