



Social Media Policy

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Introduction

The school acknowledges that increasing numbers of staff, parents and children are accessing a variety of social networking sites. Social media can bring significant benefits including opportunities to understand, engage and communicate with others. We understand that social media is an important part of everyday life. However, it is important that we use these services effectively and balance this with the schools community and reputation. Jubilee Primary School is dedicated to safeguarding children at all times and so the guidance in this policy is to protect the school community and advise school leadership on how to deal with inappropriate use of social networking sites.

Scope

This policy applies to Jubilee Primary School pupils, staff, parents and the wider school community. This includes, the governing body, external contractors, visitors and volunteers, as well as any other individuals who work for or provide services on behalf of the school. The policy applies to all access to the use of mobile technology and social media, both on and off school premises.

Aims and Objectives

The purpose of this policy is to ensure:

- That management and staff guarantee that children are safeguarded and welfare is promoted.
- That the school is not exposed to legal risks.
- That the reputation of the school is not adversely affected.

The policy has been written by Jubilee Primary school, building on The Education People policy template and other specialist input as required.

Social networking sites / applications

Social networking applications include, but are not limited to:

Blogs, such as Blogger

Online discussion forums, such as netmums.com

Collaborative spaces, such as Facebook and Instagram

Media sharing services, such as YouTube

‘Micro-blogging’ applications, such as Twitter.

Guidance/protection for staff using social networking

- Staff are aware that social networking is a public and global communication tool and that any content posted may reflect on the school, its reputation and services. Staff will not use their site/page/group to express any personal opinions or create, transmit, display, publish or forward any material that is likely to harass, cause offence, inconvenience or needless anxiety to any other person, or anything which could bring the school into disrepute.

- Staff will ensure that any content posted abides by copyright and intellectual property rights, child protection legislation, privacy and data protection law and other relevant civil and criminal legislation.
- Staff will ensure that their online reputation and use of ICT and information systems are compatible with their professional role, whether using school or personal systems. This includes the use of email, text, social media/networking, gaming and any other devices or websites. Staff will take appropriate steps to protect themselves online and will ensure that their use of ICT and internet will not undermine their professional role or interfere with their work duties.
- Where it believes unauthorised and/or inappropriate use of social networking, or unacceptable or inappropriate behaviour may be taking place, the school will exercise the right to ask for the content to be deleted or deactivated.
- Staff will receive training regarding the safe, responsible and professional use of social media.
- Staff will not access social networking sites in school or on school devices, unless specific permission has been sought from the Senior Leadership Team. Staff are advised to keep personal devices in a safe and secure place, with any Bluetooth or other forms of communication hidden or disabled.
- Staff will not use personal devices for work or photos of pupils, using only school provided equipment for this purpose.
- Staff will not add pupils or ex-pupils to any social network sites that they have and any personal information will be 'private'.
- Staff will notify the Designated Safeguarding Lead if a friend request is received from a pupil.
- Staff will not add parents to social networking site unless there is an existing relationship prior to taking the role that has been disclosed to the Designated Safeguarding Lead.
- Staff will not link themselves to Jubilee Primary School on any social networking sites and will not mention the school, be it a positive or negative comment.
- Any photos visible to the public will be compatible with the staff professional role.
- Staff will ensure that they use the right privacy settings.
- Staff understand that electronic devices of any kind that are brought onto school premises are the responsibility of the user. All staff are advised to take steps to protect their personal devices. We accept no responsibility for the loss, theft or damage of such items on our school premises.
- Staff understand that civil, legal or disciplinary action may be taken if staff are found to bring the school into disrepute.

Guidance/protection for parents/carers and visitors using social networking

Parental requirements often include:

- Not posting photos, videos or comments that include other children at the school
- Not using social media on their own devices while on school premises
- Not accessing social media while helping at school or on school visits
- Raising queries, concerns and complaints directly with the school rather than posting them on social media – whether on their own pages, in closed groups (e.g. groups set up for school parents to communicate with each other) or on the school's pages
- Parents / visitors are aware that it is not appropriate to express concerns or frustrations on social networking sites about the school, including their own pages as well as closed groups. Other channels such as private and confidential discussions with staff are more appropriate.
- Parents / visitors will not access social networking sites whilst on the school premises or on school visits.
- Parents / visitors will not post anything malicious or negative about the school or any member of the school community on social networking sites. This includes making allegations about other members of the school community.
- Parents / visitors understand that electronic devices of any kind that are brought onto school premises are the responsibility of the user. All visitors are advised to take steps to protect their personal devices. We accept no responsibility for the loss, theft or damage of such items on our school premises.
- Parents / visitors understand that members of staff are expected to challenge visitors if they have any concerns and inform the Designated Safeguarding Lead.
- Parents / visitors understand that the school will discuss matters that they deem inappropriate with the persons involved to try to resolve the matter and to ask if the material in question can be removed from the social networking site in question. Parents / visitors understand that if they continue to use social networking in a manner that the school considers inappropriate then the school will take the following action:
 - Take legal advice and/or legal action where the information is defamatory in any way or if the circumstances warrant this.
 - Set out the school's concerns to you in writing, giving you a warning and requesting that the material in question is removed.
 - Contact the police where the school feels appropriate, for example if it considers a crime (such as harassment) has been committed, or if the post has racial or homophobic element, is considered to be grossly obscene or is threatening violence.
 - Take other legal action against the individual.

Guidance/protection for pupils using social networking

- Pupils will not join social networking sites if they are below the permitted age (Age 13 for most sites including Facebook and Instagram).
- Pupils will tell their parents if they are using social networking sites and when they are online.
- Pupils will be aware of how to report abuse and inappropriate content.
- Pupils will not access social networking sites whilst on school premises, on their own devices or on school devices.
- Pupils will not make inappropriate comments about the school or any member of the school community on social networking sites.
- Pupils will be educated regarding the safe and appropriate use of personal devices and social media via age appropriate sites and resources. They will be made aware of the boundaries set.
- Pupils understand that they will not use personal devices during school hours. Appropriate sanctions will be implemented in line with our behaviour policy. Concerns regarding policy breaches will be shared with parents/carers as appropriate.

Related Policies

Acceptable Use Policy

Anti-bullying Policy

Child Protection Policy

Curriculum Policies

GDPR Policy

Safeguarding

Staff Handbook

Technology evolves and changes rapidly and therefore this policy will be reviewed annually.

Governor approval and review dates

Approval

This policy was written and accepted by the Board of Trustees at its meeting in March 2020

This policy is due for review in March 2022.