



Social Media Policy

Last Reviewed by Governing Body : July 2017

Date of next review : July 2019

Mission Statement:

'With Gods love at our roots, we will nurture and guide every unique individual to grow in a caring and secure Christian environment'

Introduction to the Policy

The school is aware and acknowledges that increasing numbers of adults and children are using social networking sites. The apps with the widest use are Facebook, Twitter, Snapchat, Instagram, Facetime and MSN.

The widespread availability and use of social networking application brings opportunities to understand, engage and communicate with audiences in new ways. It is important that we are able to use these technologies and services effectively and flexibly. However, it is also important to ensure that we balance this with our reputation.

This policy and associated guidance is to protect staff and advise school leadership on how to deal with potential inappropriate use of social networking sites. For example, our use of social networking applications has implications for our duty to safeguard children, young people and vulnerable adults.

The policy requirements in this document aim to provide a balance between supporting innovation whilst providing a framework of good practice.

Purpose

The purpose of this policy is to ensure:

- That the school is not exposed to legal risks
- That the reputation of the school is not adversely affected
- That our users are able to clearly distinguish where information provided via social networking applications is legitimately representative of the school.

Facebook is targeted at older teenagers and adults. They have a no under 13 registration policy and recommend parental guidance for 13 to 16 year olds.

The following is an extract from Facebook privacy policy:

"If you are under age 13, please do not attempt to register for Facebook or provide any personal information about yourself to us. If we learn that we have collected personal information from a child under age 13, we will delete that information as quickly as possible. If you believe that we might have any information from a child under age 13, please contact us"

MSN recommend 13 years of age for subscription but do not appear to have a policy of debarring younger pupils. There are many primary age pupils active on MSN.

Snapchat is not intended for children under the age of 13.

“Children under the age of 13 are only permitted to access a special version of Snapchat, called “Snapkidz,” which they are automatically directed to upon sign up.”

Twitter operate age guidance but this is dependent on country. They do not appear to operate clear guidelines on age restrictions nor have a policy on reporting an underage user. Many children in school will have twitter accounts.

Facetime is an apple application and is under the restrictions of Apple ID users. As long as the birth date is entered correctly the under 13 years of age users is given restrictions appropriate to that age. However, Apple recommend that children under 13 are monitored by parents.

Instagram has clear guidelines on its use and it is not intended for anyone under the age of 13. They have an in built app reporting function to report any violation of its policy.

The requirements of this policy apply to all uses of social networking applications for any school related purpose and regardless of whether the School representatives are contributing in an official capacity to social networking applications provided by external organisations. The guidance also advises school representatives on social media actions outside their work remit.

Social networking applications include, but are not limited to:

Blogs, for example Blogger

Twitter

Online discussion forums, such as netmums.com

Collaborative spaces, such as Facebook

Media sharing services, for example YouTube

All school representatives should bear in mind that information they share through social networking applications, even if they are on private spaces, are still subject to copyright, data protection and Freedom of Information legislation, the Safeguarding Vulnerable Groups Act 2006 and other legislation. They must also operate in line with the School’s Equality and Diversity Policy.

Use of Social networking sites in worktime

Use of social networking applications in work time for personal use only is not permitted, unless permission has been given by the Headteacher. Staff can access such applications during their lunch break.

Social Networking as part of School Service

All proposals for using social networking applications as part of a school service (whether they are hosted by the school or by a third party) must be approved by the Headteacher first.

Use of social networking applications which are not related to any school services (for example, contributing to a wiki provided by a professional association) does not need to be approved by the Head teacher. However, school representatives must still operate in line with the requirements set out within the policy.

School representatives must adhere to the following Terms of Use. The Terms of Use below apply to all uses of social networking applications by all school representatives. This includes, but is not limited to, public facing applications such as open discussion forums and internally-facing uses such as project blogs regardless of whether they are hosted on school network or not.

Where applications allow the posting of messages online, users must be mindful that the right to freedom of expression attaches only to lawful conduct. St Anne`s CE Lydgate Primary School expects that users of social networking applications will always exercise the right of freedom of expression with due consideration for the rights of others and strictly in accordance with these Terms of Use.

Social Networking applications

- Must not be used to publish any content which may result in actions for defamation, discrimination, breaches of copyright, data protection or other claim for damages. This includes, but is not limited to, material of an illegal, sexual or offensive nature that may bring the school into disrepute.
- Must not be used for the promotion of personal financial interests, commercial ventures or personal campaigns
- Must not be used in an abusive or hateful manner
- Must not be used for actions that would put school representatives in breach of school codes of conduct or policies relating to staff.
- Must not breach the school`s misconduct, equal opportunities or bullying and harassment policies
- Must not be used to discuss or advise on any matters relating to school staff, pupils or parents
- No staff member/ volunteer should have a pupil or former pupil under the age of 18 as a `friend` to share information with
- Employees/ volunteers should not identify themselves as a representative of the school
- References should not be made to any staff member, pupil, parent or school activity / event unless prior permission has been obtained and agreed with the Headteacher
- Staff should be aware that if their out-of-work activity causes potential embarrassment for the employer or detrimentally effects the employer`s reputation then the employer is entitled to take disciplinary action.
- Volunteers should be aware that if their out-of-work activity causes potential embarrassment for the employer or detrimentally effects the employer`s reputation then the employer is entitled to take action.

Violation of this policy will be considered as gross misconduct and can result in disciplinary action being taken against the employee up to and including termination of employment.

Guidance/protection for staff on using social networking

- No member of staff should interact with any pupil in the school on social networking sites
- No member of staff should interact with any ex-pupil in the school on social networking sites who is under the age of 18
- This means that no member of the school staff should request access to a pupil's area on the social networking site. Neither should they permit the pupil access to the staff member's area e.g. by accepting them as a friend.
- Where family and friends have pupils in school and there are legitimate family links, please inform the Headteacher in writing.
- It is illegal for an adult to network giving their age and status as a child.
- If you have any evidence of pupils or adults using social networking sites in the working day, please contact the named Child Protection person in school

Guidance/protection for pupils on using social networking

- No pupil under 13 should be accessing social networking sites. This is the guidance from both Facebook, Instagram and MSN. There is a mechanism on Facebook where pupils can be reported via the Help screen; at the time of writing this policy the direct link for this is:
http://www.facebook.com/help/contact.php?show_form=underage – this is also an active link for Instagram.
- No pupil may access social networking sites during the school working day
- Pupils are not permitted to bring mobile phones to school without the express permission of the Headteacher. Parents should write to the Headteacher explaining the circumstances. Pupil mobile phones should be kept in the school safe and collected at the end of the day. Any mobile phones found on pupils will be confiscated and placed in the school safe until a parent is able to collect it.
- No pupil should attempt to join a staff member's areas on networking sites. If pupils attempt to do this, the member of staff is to inform the Headteacher. Parents will be informed if this happens
- No school computers are to be used to access social networking sites at any time of day.
- Any attempts to breach firewalls will result in a ban from using school ICT equipment other than with close supervision
- Please report any improper contact or cyber bullying to your class teacher in confidence as soon as it happens.
- We have a zero tolerance to cyber bullying

Staff use of personal Account

- Employees and governors may make personal use of social media networking but must ensure that they have secure privacy settings on their accounts.
- No employee or governor of the school should allow pupils from the school to access their personal social media networking activity, except for their own children e.g. to share family photos and news.
- No employee or governor should allow their own child to set up an individual social media account if that child is under 13, as this is in direct conflict with the guidance we offer to parents and carers.
- No employee or governor should post on their personal account/s anything that could be detrimental to children, colleagues, parents/carers or the reputation of the school. They must also be mindful of making references to personal activities that provide poor role modelling for the school's pupils.
- No employee or governor should post any comment via social media networking that could lead to the identification of individuals at the school and cause embarrassment or offence.
- No employee or governor will use racist, sexist, homophobic or any other abusive/inappropriate language on social media networking sites.
- No employee or governor will use social media networking to harass, intimidate or behave disrespectfully towards others.
- If any employee or governor is aware of inappropriate postings being made by a third party that could bring into disrepute the school or its employees/governors via social media networking sites, they must at once inform the Headteacher or Assistant Headteacher. Our employees/governors are NOT responsible for others' inappropriate postings, but are expected to inform us if they become aware of them.

These are not intended to be exhaustive guidelines. We also rely on individuals using their own good judgement when using social media networking sites.

Failure to adhere to the guidance and spirit of this policy may result in disciplinary action, up to and including dismissal for serious misuse of social media.

Child protection guidance

If the Headteacher receives a disclosure that an adult employed by the school or volunteering is using a social networking site in an inappropriate manner as detailed above they should:

- Record the disclosure in line with their child protection policy
- Schools must refer the matter to the LA who will investigate via Oldham Police Child Protection Team.
- If the disclosure has come from a parent, take normal steps to calm the parent and explain processes
- If disclosure comes from a member of staff, try to maintain confidentiality
- The LA will advise whether the member of staff should be suspended pending investigation after contact with the police. It is not recommended that action is taken until advice has been given.

- If disclosure is from a child, follow your normal process in your child protection policy until the police investigation has been carried out

Cyber Bullying

By adopting the recommended no use of social networking sites on school premises, St Anne`s CE Lydgate Primary School protects themselves from accusations of complicity in any cyber bullying through the provision of access.

Where a disclosure of bullying is made, schools now have the duty to investigate and protect, even where the bullying originates outside the school.

This can be a complex area, and these examples might help:

- A child is receiving taunts on Facebook and text from an ex pupil who moved three months ago: This is not a school responsibility, though the school might contact the new school to broker a resolution.
- A child is receiving taunts from peers. It is all at weekends using MSN and Facebook. The pupils are in the school: The school has a duty of care to investigate and work with the families, as they attend the school.
- A child is receiving taunts from peers. It is all at weekends using Facebook. The pupils are in Y5. The school has a duty of care to investigate and work with the families, as they attend the school. However, they are also fully within their rights to warn all the parents (including the victim) that they are condoning the use of Facebook outside the terms and conditions of the site and that they are expected to ensure that use of the site stops. At any further referral to the school the school could legitimately say that the victims and perpetrators had failed to follow the schools recommendation. They could then deal with residual bullying in the school, but refuse to deal with the social networking issues.
- Once disclosure is made, investigation will have to involve the families. This should be dealt with under the schools adopted anti bullying policy.
- If parent / carers refuse to engage and bullying continues, it can be referred to the police as harassment
- This guidance can also apply to text and mobile phone cyber bullying

Failure, of staff, to adhere to the guidance and spirit of this policy may result in disciplinary action, up to and including dismissal for serious misuse of social media.

Parents

Parents should be clearly aware of the school`s policy of access to social networking sites and should sign a form annually to state they will take responsibility for their child`s use of the internet at home.

Monitoring and Evaluation

Policy and practice is monitored and evaluated on a regular basis. Monitoring may take the form of lesson observations, questionnaires, discussions with children or learning walks. Feedback will be given to all staff along with recommendations to inform future policy and planning.

The school leadership team have a responsibility to ensure the policy is embedded into the school provision and report to governors on the effectiveness of the policy.