



Warkworth Church of England Aided Primary School

*'Learning together through love,
forgiveness and friendship'*



This year we have chosen to focus on the Christian Values of Love, Forgiveness, Friendship,
Respect, Community and Perseverance.

Acceptable Use and Social Media Policy

Policy to be approved: Autumn 2017

Review Date: Autumn 2018

Headteacher: Mrs Ritson

Chairman: Professor Hobrough

Reviewer: Governing Body

Rationale and Purpose

The widespread availability and use of social media applications brings opportunities to understand, engage, and communicate in new and exciting 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 duties to our school, the community, our legal responsibilities and our reputation. For example, our use of social networking applications has implications on our duty to safeguard children.

The policy requirements in this document aim to provide this balance - to support innovation whilst providing a framework of good practice. They apply to all members of staff at the school.

The purpose of the policy is to:

- safeguard all children ;
- protect the school from legal risks ;
- ensure that the reputation of the school, its staff and governors are protected and
- ensure that any users are able to clearly distinguish where information provided via social media is legitimately representative of the school.

Aims

- To continue to advance our school communication systems using Facebook, Class Dojo the school website, school text messages and emails.
- To promote school events and increase awareness for school fundraising.
- To develop community links.
- To use Facebook as a means of sharing good practice and promoting the school to a wider audience.
- To celebrate and share pupil achievements.
- To facilitate communication with present and future parents.

Definitions

- Social networking applications include, but are not limited to: blogs, online discussion forums and online gaming environments.
- Examples include Twitter, Facebook, Windows Live Messenger, YouTube, Flickr, Xbox Live, Blogger, Tumblr, Last.fm, Class Dojo and comment streams on public websites such as a newspaper site.

All members of staff must understand that:

The information they share through social networking applications, even if they are on the private spaces are still subject to copyright, data protection and Freedom of Information legislation, the Safeguarding and Vulnerable Groups Act 2006 and other legislation.

They must also operate in line with the school's Equalities, Child Protection and Acceptable Use policies.

Within this policy there is a distinction between use of school sanctioned social media for professional education purposes, and personal use of social media.

Personal Use

- Any communication received from children on any personal social media sites must be reported to the Designated Person for Child Protection (Head teacher).
- If any member of staff is aware of any inappropriate communication involving any child on any social media, these must be immediately reported as above.
- Members of the school staff are strongly advised to set all privacy settings to the highest possible levels on personal social media accounts.
- All email communication between staff and members of the school community on school business must be made from an official school email account.
- Staff should not use any personal email accounts or mobile phones to make contact with members of the school community on school business, nor should any such contact be accepted, except in circumstances given prior approval by the Head teacher.
- Staff are also advised not to comment on posts or comments that refer to specific, individual matters related to the school and members of its community on any social media accounts.
- Staff are also advised to consider the reputation of the school in any posts or comments related to the school on any social media.
- As this is a small community staff may already be 'friends' on Facebook or linked on other social media such as Instagram or Twitter. Staff are advised not to discuss pupils or school matters with parents on-line.

School Use of Social Media

There are many legitimate uses of social media within the curriculum and to support student learning; for example, the school Facebook account, Class Dojo and the school website. There are also many possibilities for using social media to enhance and develop students' learning.

When we are using social media for education purposes, we will all follow the practices below:

- We will set up a distinct and dedicated social media site or account for educational purposes. This should be entirely separate from any personal social media account held by that member of staff and should be linked to a school email account.
- The identify and purposes of the site should be notified to the Head teacher before access is permitted for pupils.
- The content of any school sanctioned social media site should be solely professional and should reflect well on the school.
- Staff must not publish photographs of children without the written consent of parents/ carers, identify by name any children featured in photographs, or allow personally identifying information to be published on school media accounts.
- Care must be taken that any links to external sites from the account are appropriate and safe.
- Any inappropriate comments or abuse of the school on sanctioned media should be immediately removed and reported to the Head teacher.
- Staff should not engage with any direct messages from pupils.
- All parents will sign a terms of use agreement which incorporates Facebook, ICT and E-Safety.
- Pupils will also sign an agreement, will receive the SMART targets and a list of websites they could visit to find out more about E-Safety.

- We will highlight to parents regularly the importance of E-Safety through the website and newsletters. We will also direct them to appropriate resources and training.
- We will take every opportunity to discuss with pupils how to stay safe online and the dangers of being online.

School's Strategy

The school employs a number of strategies in order to maximise learning opportunities and reduce risks associated with the Internet. These strategies are as follows:

General supervision of the use of computers and other electronic devices:

- Internet sessions will always be supervised by a teacher/ teaching assistant.
- Filtering software and/or equivalent systems will be used in order to minimise the risk of exposure to inappropriate material.
- The school will regularly monitor pupils' Internet usage.
- Students and teachers will be provided with training in the area of e-safety.
- Uploading and downloading of non-approved software will not be permitted.
- Virus protection software will be used and updated on a regular basis.
- Personal memory sticks, CD roms and other digital storage devices maybe used by pupils after discussion with a member of staff.
- Students will treat others with respect at all times and will not undertake any actions that may bring the school into disrepute.
- Personal mobile devices are not allowed in school or be connected to the school network.

Internet Use: Search engines, emails, online games

- Students will not intentionally visit Internet sites that contain obscene, unethical, illegal, hateful or otherwise objectionable materials or use a proxy site.
- Students will reports pupils accidental access of inappropriate materials in accordance with school procedures.
- Students will follow SMART targets which promote safe use. Children are taught never to disclose or publicise personal information.
- Communication between pupils online will only be permitted through preapproved sites.
- SMART Targets will be followed when using all communication online.
- Attempting, viewing or downloading materials or images not relevant to their studies is in direct breach of the school's acceptable use policy.
- Students will be aware that any usage, including distributing or receiving information, school-related or personal, may be monitored for unusual activity, security and/or network management reasons.

School Website

- The website will be regularly checked to ensure that there is no content that compromises the safety of pupils or staff.

Parents/Carers will sign a MEDIA Consent Form agreeing to children's images to be used on the School Website. Website using facilities such as weblogs will be checked frequently to ensure that they do not contain personal details.

- The publication of student work will be co-ordinated by a teacher.
- Pupils' work will appear in an educational context on Web pages with copyright notice prohibiting the copying of such work without express written permission.
- Pupils will continue to own the copyright on any work published.

Sanctions

The misuse of the Internet may result in disciplinary action, including written warnings, withdrawal of access privileges and, in extreme cases, suspension or expulsion. The school also reserves the right to report any illegal activities to the appropriate authorities.

Parent and Pupil Internet Acceptable Use Policy Agreement

All pupils use computer facilities including Internet access as an essential part of learning, as required by the National Curriculum. Both pupils and their parents/carers are asked to sign to show that the e-Safety Rules have been understood and agreed.

Pupil:

Class:

Pupil's Agreement

- I have read and I understand the school e-Safety Rules (see SMART Targets download)
- I will use the computer, network, Internet access and other new technologies in a responsible way at all times.
- I know that network and Internet access may be monitored.
- I know I need to leave my mobile phone at home.

Signed:

Date:

Parent's Consent for Internet Access

I have read and understood the school's e-safety rules and give permission for my son / daughter to access the Internet. I understand that the school will take all reasonable precautions to ensure that pupils cannot access inappropriate materials but I appreciate that this is a difficult task.

I understand that the school cannot be held responsible for the content of materials accessed through the Internet. I agree that the school is not liable for any damages arising from use of the Internet facilities.

I will promote SMART targets with my child when using electronic devices at home

Signed:

Date:

Please print name:

Please complete, sign and return to the School Office