



# **Templemoor Infant and Nursery School**

## **Social Media Policy**



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#### **Managing your personal use of Social Media:**

- “Nothing” on social media is truly private
- Social media can blur the lines between your professional and private life. Don't use the school logo and/or branding on personal accounts
- Check your settings regularly and test your privacy
- Keep an eye on your digital footprint
- Keep your personal information private
- Regularly review your connections – keep them to those you want to be connected to
- When posting online consider; Scale, Audience and Permanency of what you post
- If you want to criticise, do it politely.
- Take control of your images – do you want to be tagged in an image? What would children or parents say about you if they could see your images?
- Know how to report a problem

#### **Managing school social media accounts**

##### **The Do's**

- Check with a senior leader before publishing content that may have controversial implications for the school
- Use a disclaimer when expressing personal views
- Make it clear who is posting content

- Use an appropriate and professional tone
- Be respectful to all parties
- Ensure you have permission to 'share' other peoples' materials and acknowledge the author
- Express opinions but do so in a balanced and measured manner
- Think before responding to comments and, when in doubt, get a second opinion
- Seek advice and report any mistakes using the school's reporting process
- Consider turning off tagging people in images where possible

### **The Don'ts**

- Don't make comments, post content or link to materials that will bring the school into disrepute
- Don't publish confidential or commercially sensitive material
- Don't breach copyright, data protection or other relevant legislation
- Consider the appropriateness of content for any audience of school accounts, and don't link to, embed or add potentially inappropriate content
- Don't post derogatory, defamatory, offensive, harassing or discriminatory content
- Don't use social media to air internal grievances

### **Important information**

This Social Media Policy and related documents include information and guidance for school staff and our out of school provision.

This policy applies to **all** adults working at Templemoor Infant and Nursery School and who provide services for or on behalf of the school including employees (teaching and non-teaching staff), self-employed staff, trainee teachers and any other trainees, apprentices, agency staff, external consultants and volunteers. This policy also applies to school Governors.

This policy applies to all online communications which directly or indirectly, represent the school.

This policy applies to such online communications posted at any time and from anywhere.

This policy covers the personal use of social media as well as the use of social media for school purposes, including the use of websites hosted and maintained on behalf of the school.

This policy covers the use of social media as defined in this policy and also personal blogs and any posts made on other people's blogs and to all on line forums and notice boards. The guidance, rules and principles set out in this policy must be followed irrespective of the social media platform or medium.

In this policy, the following definitions apply:-

***Social media*** - (e.g. Facebook, Twitter, LinkedIn) is a broad term for any kind of online platform which enables people to directly interact with each other. However some games, for example Minecraft or World of Warcraft and video sharing platforms such as You Tube have social media elements to them. The internet is a fast moving technology and it is impossible to cover all examples of emerging social media in this policy.

***Adults/adults working in school*** - means all members of staff (including teaching and non teaching staff) who work at Templemoor Infant and Nursery School as an employee or on a self employed basis. It also includes trainee teachers, other trainees and apprentices, volunteers, agency staff, external consultants and school Governors.

***Information*** - means all types of information including but not limited to, facts, data, comments, audio, video, photographs, images and any other form of online interaction.

***Professional communications*** - are those made through official channels, posted on a school account or using the school name. All professional communications are within the scope of this policy.

***Personal communications*** - are those made via personal social media accounts. In all cases, where a personal account is used which associates itself with the school or impacts on the school, it must be made clear that the member of staff is not communicating on behalf of the school with an appropriate disclaimer. Such personal communications are within the scope of this policy. Personal communications which do not refer to or impact upon the school are outside the scope of this policy.

***Inappropriate information*** - means information as defined above which any reasonable person would consider to be unsuitable or inappropriate in the circumstances and taking into account the adult's position within the school.

***The school and the wider school community*** - means Templemoor Infant and Nursery School, its pupils, all adults working in school (as defined above) parents/carers of pupils, former pupils, the Local Authority and any other person or body directly or indirectly connected with Templemoor Infant and Nursery School.

**This policy is subject to the school's Codes of Conduct and Acceptable Use Agreements.**

The school respects privacy and understands that staff and children may use social media forums in their private lives. However, personal communications likely to have a negative impact on professional standards and/or the school's reputation are within the scope of this policy.

### **Introduction:**

The school recognises the numerous benefits and opportunities which a social media presence offers. Staff, parents/carers and children are actively encouraged to find creative ways to use social media. However, there are some risks associated with social media use, especially around the issues of safeguarding, bullying and personal reputation. This policy aims to encourage the safe use of social media by the school, its staff, parents, carers and children.

This policy should be read in conjunction with other relevant school policies in particular, the school's Safeguarding Policy, Safer Recruitment Policy, E-Safety Policy, Twitter Policy, ICT Policy, Code of Conduct, Disciplinary Policy, and Equality Policy.

This policy takes into account the provisions of the DfE's statutory advice for schools (July 2015) on Keeping Children Safe in Education, the non-statutory guidance on the Prevent Duty (June 2015), and the Briefing Note to schools on "How Social Media is used to encourage travel to Syria and Iraq". It also takes into account the Government's statutory guidance issued under s29 of the Counter -Terrorism and Security Act 2015 (June 2015).

### **Key Principles**

Adults have an important role to play in equipping the school's pupils to stay safe online, both in school and outside of school. Adults therefore need to be aware of the risks associated with the use of social media and in particular about the provision and sharing of information in the social media arena.

Adults **must not**, whether deliberately or inadvertently and whether in their working time or in their personal time, provide, publish or share inappropriate information on or via any social media platform or medium about themselves, the school and the wider school community.

Adults are accountable for and must take responsibility for all information published or shared by them on social media websites and for any views expressed by them on any such sites, whether in their working time or in their personal time and which may come into the public domain. Adults should be aware that their use of social media and any information published by them may be monitored by the Head teacher, members of the school's senior leadership team and/or members of the school's Governing Body. By using the school's IT resources and facilities adults give the school consent to monitor their activities.

All adults who provide, publish or share information which causes harm or distress or which has the potential to cause harm or distress or to cause reputational damage to the school and the wider school community will be dealt with as appropriate by the Head teacher in accordance with the relevant school policy/procedure. This may include action being taken under the school's Safeguarding Policy (which could lead to a referral to the Local Authority and/or the Police) and it could also lead to disciplinary action being taken under the school's Disciplinary Policy which, in serious cases may lead to dismissal without notice.

The principles that underpin this policy are:-

- adults are responsible for their own actions and behaviour and must avoid any conduct which would lead any reasonable person to question their motivation and intentions;
- adults must be conscious at all times of the need to keep their personal and professional lives separate; adults must not put themselves in a position where there is a conflict between their work and personal interests;
- adults must work and be seen to work, in an open and transparent way;
- adults must continually monitor and review their own practices in terms of the continually evolving world of social networking and social media and ensure that they consistently follow the rules, principles and guidance contained in this policy.

### **Roles and responsibilities**

#### ***The Head teacher and the Governing Body will:-***

- ensure that all adults working in school are familiar with this policy and any related policies;
- take all reasonable steps to enable adults working with children to work safely and responsibly and to support safer working practice in general with regard to the use of the internet and other communication technologies;
- take all reasonable steps to assist adults to monitor their own practices and standards with regard to the use of the internet and other communication technologies;
- set clear rules in relation to the expected standards of behaviour relevant to social networking for educational, personal or recreational use;
- give a clear message that unlawful or unsafe behaviour or practice is unacceptable and that where appropriate, disciplinary, legal and/or other action will be taken;
- ensure that all concerns raised in relation to the accessing of social media or social networking sites are investigated promptly and appropriately;
- take all reasonable steps to minimise the risk of misplaced or malicious allegations being made against all adults working in school;
- take all reasonable steps to prevent adults working in school abusing or misusing their position of trust.

#### ***Adults working in school must:-***

- ensure they are familiar with the contents of this policy;
- adhere to and apply the rules, guidance and principles in this policy in all aspects of their work and in their personal time;
- act in accordance with their duties and responsibilities under this policy and the statutory/ non statutory advice and guidance referred to;
- raise any concerns or queries in connection with this policy with the Head teacher;
- attend appropriate training provided or facilitated by or the school in relation to the use of the internet or any other communication technologies;
- add an appropriate disclaimer to personal accounts when naming the school;
- never, in any circumstances, abuse or misuse their position of trust.

## **Managing accounts**

### ***Process for creating new accounts***

The school community is encouraged to consider if a social media account will help them in their work, e.g. a Twitter account, or a School Facebook page. Anyone wishing to create such an account must present a business case to the School Leadership Team which covers the following points:-

- The aim of the account
- The intended audience
- How the account will be promoted
- Who will run the account (at least two staff members should be named)
- Will the account be open or private/closed

Following consideration by the SLT an application will be approved or rejected. In all cases, the SLT must be satisfied that anyone running a social media account on behalf of the school has read and understood this policy and received appropriate training. This also applies to anyone who is not directly employed by the school, including volunteers or parents.

## **Monitoring**

School accounts must be monitored regularly and frequently (preferably 7 days a week, including during holidays). Any comments, queries or complaints made through those accounts must be responded to within 24 hours (or on the next working day if received at a weekend) even if the response is only to acknowledge receipt. Regular monitoring and intervention is essential in case a situation arises where bullying or any other inappropriate behaviour arises on a school social media account

## **Legal considerations**

Users of social media should consider the copyright of the content they are sharing and, where necessary, should seek permission from the copyright holder before sharing.

Users must ensure that their use of social media does not infringe upon relevant data protection laws, or breach confidentiality.

## **Use of images**

School use of images can be assumed to be acceptable, providing the following guidelines are strictly adhered to.

Permission to use any photos or video recordings should be sought in line with the school's digital and video images policy. If anyone, for any reason, asks not to be filmed or photographed then their wishes should be respected.

Under no circumstances should staff share or upload student pictures online other than via school owned social media accounts.

Staff should exercise their professional judgement about whether an image is appropriate to share on school social media accounts. Children should be appropriately dressed, not be subject to ridicule and must not be on any school list of children whose images must not be published.

### **Safer social networking practice**

Adults must be aware of the risks and dangers of revealing personal information on social networking sites. Disclosing personal information on social networking sites may compromise an adult's personal safety and security and it also increases the potential for identity theft by third parties and increases the potential for pupils, their families or friends having access to adults outside of the school environment. Personal information includes information such as a home address, home and mobile telephone numbers and details relating to place of work.

Adults, particularly those new to the school setting, must review their social networking sites when they join the school and should **ensure that they have the appropriate privacy settings in place** to ensure that information available publicly about them is appropriate and accurate. This should include reviewing any photographs or images that may cause embarrassment to them and/or to the school and the wider school community.

### **Responsibilities when using social media**

**The school requires that all users using social media adhere to the standard of behaviour as set out in this policy and other relevant policies.**

Adults must take responsibility for their personal telephones and any personal electronic devices and must keep their personal telephone numbers, login details, passwords, pin details and personal email addresses private and secure.

Where there is a need to contact pupils or parents the school's email address and/or telephone should be used. Adults **must not** use their personal telephones or email accounts for these purposes.

Adults must understand who is allowed to view the content on their social media pages of any websites they use and how to restrict access to certain groups of people. Appropriate privacy settings are vital.

Adults are not permitted to follow or engage with current pupils of the school on any personal social media network account.

Adults must not request, or respond to a request for any personal information from or about a pupil at the school.

Adults must not engage in conversations about pupils with their parents or carers or with any other person by any form of social networking or social media unless they have the express permission of the Head teacher to do so.

Adults must never "follow" or allow themselves to be "followed", or make a "friend" of or have any contact with a pupil at the school on any social networking site.

Adults must be cautious about any form of social networking contact with former pupils particularly where siblings or other relatives continue to attend the school or may attend the school in future.

Adults must be cautious about following or being followed by parents/carers of pupils, accepting parents of pupils as friends on Facebook or having contact with parents/carers on any social networking site. Adults must be mindful at all times of the boundaries between their work and personal life in accordance with the Key Principles detailed in this policy.

Adults must also be cautious when inviting work colleagues to be friends on social networking sites. Social networking sites can blur the boundaries between work and personal lives and it may be difficult to maintain professional relationships.

Adults must not use social media and the internet in any way to attack, insult, criticise, abuse or defame children, family members of pupils, colleagues, the Head teacher, governors, the school in general and the wider school community. Adults must always show respect to others when using social media.

Adults must never post derogatory remarks or offensive comments on-line or engage in on-line activities which may bring them or the school and the wider school community into disrepute or which could be interpreted as reflecting negatively on their professionalism.

Adults must not represent their personal views on any social media forum as being in any way linked to the school or being the views of the school.

Where social networking and other web-based sites have fields in the user profile relating to job title or information, adults, particularly teachers and teaching assistants, should not put any information onto the site which could identify the school or their role/profession at the school. In some circumstances the provision of such information could damage the reputation of the school and/or the relevant profession.

Teachers must at all times be mindful of the Teachers' Standards applicable to their profession and act in accordance with those standards. The Teacher Standards make clear that a teacher must uphold public trust in the profession and maintain high standards of ethics and behaviour both within and outside of school, by ensuring that personal beliefs are not expressed in ways which exploit pupils' vulnerability or might lead them to break the law. Any breach of the Teacher Standards will be considered a matter of misconduct and may lead to formal disciplinary action being taken.

Adults must devote the whole of their time and attention to their duties during working hours. Personal use of the internet is only permitted during lunchtimes or break times and any breach of this provision will be regarded as a conduct matter and disciplinary action taken as appropriate.

Confidentiality issues must be considered at all times in relation to social networking and the use of social media. All employees are bound by a common law duty of fidelity. There are also other laws which protect the school's confidential information which adults working in school may have access to during the course of their work. Confidential information includes

but is not limited to person identifiable information for example pupil and employee records, information protected by the Data Protection Act 1998 and information provided by the school in the expectation of confidence including information about the school, pupils and the families of pupils, the school's staffing or business plans, and any other commercially or politically sensitive information.

Adults must ensure that they do not provide, publish share or otherwise disclose any confidential information about themselves or about the school and the wider school community in breach of their duty of fidelity or in breach of other laws relating to confidentiality and privacy including the Human Rights Act 1998, and the Data Protection Act 1998.

Adults must ensure they understand their obligations under the Equality Act 2010 and under the school's Equality Policy. Breaches of the Equality Act 2010 or the school's Equality Policy through the use of social networking or social media will be considered a serious conduct matter which may lead to disciplinary action up to and including dismissal. Adults should also be aware that they could be held personally liable for their own discriminatory actions under the Equality Act 2010. If, for example an adult were to harass a co-worker online or engage in a discriminatory act in relation to one of the protected characteristics under the Equality Act 2010, this may result in legal action being taken against them.

Adults should also be aware that there are other laws relating to libel, defamation, harassment and copyright which may apply to information, published or posted by them on social media and which could lead to legal action being taken against them.

All concerns about communications, social contact or social media/social networking issues must be raised with the Head teacher immediately.

### **Parents/Carers**

**If parents/carers have access to a school learning platform where posting or commenting is enabled, parents/carers will be informed about acceptable use.**

The school has an active parent/carer education programme which supports the safe and positive use of social media. This includes information on the website.

Parents/Carers are encouraged to comment or post appropriately about the school. In the event of any offensive or inappropriate comments being made, the school will ask the parent/carer to remove the post and invite them to discuss the issues in person. If necessary, refer parents to the school's complaints procedures.

### **Access to inappropriate images**

There are no circumstances which justify adults possessing indecent images of children whether in working time or in an adult's personal time. Adults who access and/or possess links to such material or websites will be viewed as a significant and potential threat of harm to children. Appropriate action will be taken against the adult concerned in these circumstances which, for the avoidance of doubt, will include action under the school's Safeguarding Policy (which could lead to police and Local Authority involvement) and

disciplinary action (which could result in dismissal without notice on the grounds of gross misconduct). Where indecent images of children are found by any adult, the Head teacher must be informed immediately.

Adults must not use equipment belonging to the school to access pornography or adult or explicit material of any kind. Personal equipment containing these images or links to them must not be brought into school. If any adult uses school equipment or personal equipment in school to access pornography or links to it, this will raise serious concerns about the suitability of the adult concerned to work with children. This **will** lead to disciplinary action and any other action considered appropriate in the circumstances.

Adults must ensure that pupils are not exposed to any inappropriate information, images or web links. The school will endeavour to ensure that internet equipment used by pupils has the appropriate controls with regards to access. Any concerns or potential issues identified by any adult must be reported immediately to the Head teacher.

Where any form of unsuitable material is found, which may not be illegal but which could or does raise concerns about an adult working in school, the Head teacher should be informed immediately. The Head teacher may take HR or legal advice on the appropriate way forward.

### **School social media websites**

There must be a strong pedagogical or business reason for creating an official school social media/social networking website. Adults must not create websites for reasons which could expose the school to unwelcome publicity or which could cause reputational damage to the school. The matter must have been discussed, authorised and agreed with the Head teacher in advance of any school website, including social media websites, being created.

Adults must at all times act in the best interests of the school and the pupils when creating, participating in or contributing to the content of any website created on behalf of the school.

### **Cyberbullying and Trolling**

“Cyberbullying” can be defined as “the use of modern communication technologies to embarrass, humiliate, threaten or intimidate an individual in the attempt to gain power and control over them.”

If cyberbullying takes place, adults should keep records of the abuse, texts, e-mails, website or instant messages and should not delete the said texts, e-mails or messages. Adults are advised to take screen prints of messages or web pages and to be careful to record the time, date and location of the site.

Trolling” can be defined as “circumstances where a person sows discord on the internet by starting arguments or upsetting people by posting inflammatory messages in an online community with the deliberate intent of provoking readers into an emotional response;”

If trolling occurs, adults are advised to take screen prints of messages and should not delete any evidence of trolling.

Adults must report all incidents of cyberbullying and/or trolling to the Head teacher. Any such incidents will be taken very seriously. Adults who have been subjected to cyberbullying or trolling may wish to seek the support of their trade union or professional association representative.

### **The Prevent Duty**

Schools have a vital role to play in equipping children and young people to stay safe online, both in and outside school and also in protecting pupils from the risks of extremism and radicalisation. Section 26 of the Counter-Terrorism and Security Act 2015 places a duty on specified authorities, (including schools) in the exercise of their functions, to have due regard to the need to prevent people from being drawn into terrorism (the Prevent Duty).

Terrorist organisations are attempting to radicalise and recruit young people through extensive use of social media and the internet. As with any other online risks of harm, every adult in school (teachers and teaching assistants in particular) must be aware of the risks posed by the online activity of extremist and terrorist groups.

The Government has issued statutory guidance in relation to the Prevent Duty (June 2015). In addition, to assist schools and to help recipients understand the implications of the duty, the DfE has also produced non statutory advice (June 2015). Adults should familiarise themselves with the guidance and the advice, both of which are available in the school staffroom.

The statutory guidance makes clear the need for schools to ensure that children are safe from terrorist and extremist material when accessing the internet in schools. The school will ensure that suitable filtering is in place. Internet safety is integral to the school's ICT curriculum and the school will ensure it is embedded in the school curriculum. In addition to advice on internet safety provided by the school, further general advice and resources for schools on internet safety are available on the UK Safer Internet Centre website.

Keeping children safe from risks posed by terrorist exploitation of social media should be approached by adults in school in the same way as safeguarding children from any other form of online abuse. The DfE has produced a briefing note aimed mainly at Head teachers, teachers and safeguarding leads in schools detailing how social media platforms are being used in particular to encourage travel to Syria and Iraq. All adults in school (teachers and teaching assistants in particular), should familiarise themselves with the contents of the briefing note and must ensure that if they have any concerns, the school's normal safeguarding procedures are followed. The Briefing Note is available in the school staffroom.

For the avoidance of doubt, if any adult working in school has a concern that a particular pupil or group of pupils is at risk of radicalisation or terrorist exploitation, through social media or otherwise, they must immediately contact the Head teacher and follow the school's normal safeguarding procedures, including discussing the matter with the school's designated safeguarding lead and where deemed necessary, with children's social care at the Local Authority and the local police.

## **Breaches of Policy and Other Issues**

Any breach of this policy and the duties, responsibilities, professional standards and legal obligations referred to will be regarded as a serious matter and action including disciplinary action in appropriate circumstances will be taken by the Head teacher (or the Governing Body). In serious cases involving employees this may lead to dismissal without notice on the grounds of gross misconduct.

Where there has been a breach of this policy, the school will also take whatever action is considered appropriate in order to protect the reputation and integrity of the school and the wider school community.

Adults must be aware that any breach of this policy involving a breach of the laws, professional codes or other statutory provisions referred to in this policy may result in legal or other action being taken against them by a body or person other than the school.

## **Links to other Policies**

The Social Media Policy is written in conjunction to and linked with the following:

Preventing Extremism and Radicalisation Policy

Equality Policy

ICT Policy

E-Safety Policy

Twitter Policy

Anti-Bullying Policy

SEN Policy

Safeguarding Policy

British Values Statement

Behaviour Policy

Safer Recruitment Policy

Code of Conduct

Disciplinary Policy

Digital and Video Images Policy

DfE's statutory advice for schools (July 2015) on Keeping Children Safe in Education.

The non-statutory guidance on the Prevent Duty (June 2015).

The Briefing Note to schools on "How Social Media is used to encourage travel to Syria and Iraq".

DfE statutory guidance issued under s29 of the Counter -Terrorism and Security Act 2015 (June 2015).

## **Policy History**

Policy Holder	Stuart Hodgson
Committee responsible for Policy	Teaching and Learning

### Policy Approval

Approved by Sub Committee	25 <sup>th</sup> February 2016	Approved by Full Governing Body	30 <sup>th</sup> June 2016
		Signature of Chair	J Davenport

### Policy Reviews

Review Number	Reviewed and Approved by Committee	Ratified by Full Governing Body	Signature of Chair