

Woodthorpe J.I. School

Social Media and Code of Conduct Policy

Statement of intent

Woodthorpe J.I. School understands that social media is a growing part of life outside of school. We have a responsibility to safeguard our pupils against potential dangers when accessing the internet at school, and to educate our pupils about how to protect themselves online when outside of school.

We are committed to:

- Encouraging the responsible use of social media in support of the school's mission, values and objectives.
- Protecting our pupils from the dangers of social media including cyber-bullying. Preventing and avoiding damage to the reputation of the school through irresponsible use of social media.
- Protecting our staff and governors from cyber bullying and potentially career damaging behaviour.
- Arranging e-safety meetings for parents and update them with information and guidance.

1. Legal framework

1.1. This policy has due regard to statutory legislation, including, but not limited to, the following:

- Data Protection Act 1998
- General Data Protection Regulations, May 2018
- Defamation Act 2013
- Protection of Freedoms Act 2012 (as amended)

2. Key roles and responsibilities

2.1. The governing body has overall responsibility for the implementation of the Social Media Policy and procedures of Woodthorpe J.I. School.

2.2. The governing body has responsibility for ensuring that the Social Media Policy, as written, does not discriminate on any grounds, including but not limited to: ethnicity/national origin, culture, religion, gender, disability or sexual orientation.

2.3. The governing body has responsibility for handling complaints regarding this policy as outlined in the school's Concerns and Complaints Policy.

- 2.4. The headteacher will be responsible for the day-to-day implementation and management of the Social Media Policy and procedures of Woodthorpe J.I. School.
- 2.5. Staff, including teachers, support staff and volunteers, will be responsible for following the Social Media Policy and for ensuring pupils do so also. They will also be responsible for ensuring the policy is implemented fairly and consistently in the classroom.
- 2.6. Parents and carers will be expected to take responsibility for the social media habits of their child/children at home.
- 2.7. Parents and carers will be expected to promote safe social media behaviour.

3. The school's e-safety team and network manager

- 3.1. The school's e-safety team consists of:

M. Trevor, L. McGrath and R. Carrington + a governor is invited to attend E.Safety meetings during the year.

- 3.2. The school's network is managed by Bishop Challenor Catholic College.

4. Definitions

- 4.1. Woodthorpe J.I. School defines "social media" as any online platform that offers real-time interaction between the user and other individuals or groups including but not limited to:

- Blogs.
- Online discussion forums, such as netmums.com.
- Collaborative spaces, such as Facebook.
- Media sharing services, such as YouTube.
- 'Micro-blogging' applications, such as Twitter.

- 4.2. Woodthorpe J.I. School defines "cyber bullying" as any use of social media or communication technology to bully an individual or group.

- 4.3. Woodthorpe J.I. School defines "members of the school community" as any teacher, member of support staff, pupil, parent/carer of pupil and governor.

5. Training of staff

- 5.1. At Woodthorpe J.I. School we recognise that early intervention can protect pupils who may be at risk of cyber bullying or negative social media behaviour. As such, teachers will receive training in identifying potentially at-risk pupils.

- 5.2. Teachers and support staff will receive training on the Social Media Policy as part of their new starter induction.
- 5.3. Teachers and support staff will receive regular and ongoing training as part of their development.

6. Pupil expectations

- 6.1. Pupils are responsible for following the school rules and will be expected to follow requests from teachers.

7. Social media use and code of conduct - staff

- 7.1. School social media passwords are kept in the safe in the Switch Room. The passwords must never be shared.
- 7.2. M. Trevor is responsible for the school's social media accounts.
- 7.3. Teachers may not access social media during lesson time, unless it is part of a curriculum activity.
- 7.4. The use of smart phone technology is outlined in our E.Safety Policy.
- 7.5. Members of staff should avoid using social media in front of pupils.
- 7.6. Members of staff **must not** "friend" or otherwise contact pupils or parents/carers through social media. The only permissible contact is via the class blog.
- 7.7. If pupils or parents/carers attempt to "friend" or otherwise contact members of staff through social media, they should be reported to the headteacher.
- 7.8. Members of staff should avoid identifying themselves as an employee of Woodthorpe J.I. School on social media.
- 7.9. Members of staff **must not** post content online which is damaging to the school or any of its staff or pupils.
- 7.10. Where teachers or members of staff use social media in a personal capacity, they should make it clear that their views are personal.
- 7.11. Teachers or members of staff must not post any information which could identify a pupil, class or the school.
- 7.12. Members of staff should not post anonymously or under an alias to evade the guidance given in this policy.
- 7.13. Breaches of this policy by members of staff will be taken seriously, and in the event of illegal, defamatory or discriminatory content, could lead to prosecution, disciplinary action or dismissal.

- 7.14. Members of staff should be aware that if their out-of-work activity brings Woodthorpe J.I. School into disrepute, disciplinary action will be taken.
- 7.15. Members of staff should regularly check their online presence for negative content via search engines.
- 7.16. If inappropriate content is accessed online, an inappropriate website content report form should be completed and passed on to the headteacher.
- 7.17. Attempts to bully, coerce or manipulate members of the school community, via social media, by teachers and members of staff will be dealt with as a disciplinary matter.
- 7.18. Members of staff should not leave a computer or other device logged in when away from their desk, or save passwords.
- 7.19. Staff members should use their school email address for school business and personal email address for their private correspondence; the two should not be mixed.

8. Social media use and code of conduct – pupils and parents/carers

Woodthorpe J.I. School expects parents to behave in a civilised nature online and will not tolerate any of the following behaviour online:

- Posting defamatory ‘statuses’ about fellow parents, pupils, the school or its employees
- Complaining about the school’s values and methods on social media

- 8.1. Pupils may not access social media during lesson time, unless it is part of a curriculum activity.
- 8.2. Breaches of this policy by pupils will be taken seriously, and in the event of illegal, defamatory or discriminatory content could lead to prosecution, or exclusion.
- 8.3. Pupils and parents/carers **must not** attempt to “friend” or otherwise contact members of staff through social media. If attempts to contact members of staff through social media are made, they will be reported to the headteacher.
- 8.4. If members of staff attempt to “friend”, “follow” or otherwise contact pupils or parents/carers through social media, they should be reported to the headteacher.
- 8.5. Pupils and parents/carers should not post anonymously or under an alias to evade the guidance given in this policy.
- 8.6. Pupils and parents/carers **must not** post content online which is damaging to the school or any of its staff or pupils.

- 8.7. Pupils at Woodthorpe J.I. School must not sign up to social media sites that have an age restriction above the pupil's age.
- 8.8. If inappropriate content is accessed online on school premises, it **must** be reported to a teacher.
- 8.9. The school has a Complaints Procedures Policy in place, to avoid parents broadcasting grievances online.
- 8.10. Parents will be made aware of their responsibilities regarding their use of social networking and their conduct online.
- 8.11. Breaches of this code of conduct will be taken seriously by the school and, in the event of illegal, defamatory, or discriminatory content, breaches could lead to prosecution.
- 8.12. Parents are instructed not post anonymously or under an alias to evade the guidance given in this code of conduct.
- 8.13. Woodthorpe JI School retains the right to request any damaging material to be removed from social media websites.

9. Online messaging

- 9.1. Woodthorpe JI School expects parents to use messaging apps, such as WhatsApp, for purposes beneficial to themselves and the school, and will not accept any of the following behaviour:
 - Sending abusive messages to fellow parents
 - Sending abusive messages about members of staff, parents or the school
 - Sending abusive messages to members of staff
- 9.2. The school appreciates the simplicity and ease of instant messaging online; keeping in contact outside of school can benefit the school community by keeping the school community closer.
- 9.3. Should any problems arise from contact over messaging apps, the school will act quickly by contacting parents directly, to stop any issues continuing.
- 9.4. The headteacher can request a meeting with parents if any misconduct, such as sending abusive messages or posting defamatory statuses, occurs online.
- 9.5. The school's complaints procedure will be followed as normal if any members of the parent teacher association or governing body cause any discrepancies through their conduct whilst using online messaging.

9.6. The headteacher can, with the permission of the parent, view messages sent between members of the parental body in order to deal with problems quickly and effectively.

9.7 The headteacher can request that 'group chats' are closed down should any problems continue between parents or parental bodies

10. Blocked content

10.1. The following social media websites are blocked by the network's firewalls:

- Facebook

10.2. Attempts to circumvent the network's firewalls will result in a ban from using school computing equipment, other than with close supervision.

10.3. Inappropriate content which is accessed on the school computers should be reported to the headteacher, so that the site can be blocked.

10.4. Requests may be made to access erroneously blocked content by submitting a "blocked content access" form to L.McGrath, Headteacher.

10.5. The final decision on whether access should be granted to a site will be made by the headteacher.

11. Cyber bullying

11.1. At Woodthorpe J.I. School cyber bullying is taken seriously.

11.2. Incidents of cyber bullying will be dealt with and reported along the same chain as the Behaviour/Anti-Bullying Policy.

11.3. Staff members should never respond or retaliate to cyberbullying incidents. Incidents should instead be reported as inappropriate, and support sought from their line manager or senior staff member.

11.4. Evidence from the incident should be saved, including screen prints of messages or web pages, and the time and date of the incident.

11.5. Where the perpetrator is a current pupil or colleague, most cases can be dealt with through the school's own disciplinary procedures.

11.6. Where the perpetrator is an adult, in nearly all cases, a senior staff member should invite the victim to a meeting to address their concerns. Where appropriate, the perpetrator will be asked to remove the offensive content.

11.7. If the perpetrator refuses to comply, it is up to the school to decide what to do next. This could include contacting the internet service provider in question

through their reporting mechanisms, if the offensive content breaches their terms and conditions.

11.8. If the material is threatening, abusive, sexist, of a sexual nature or constitutes a hate crime, the school should consider contacting the police.

11.9. As part of our on-going commitment to the prevention of cyber bullying, e-safety will be taught discretely using our E-Safety scheme and will also take place as part of computing and PSHE curriculum.

12. Be SMART online

12.1. We encourage pupils to take a SMART approach to social media behaviour:

- **Safe** – Do not give out personal information, or post photos of yourself to people you talk to online. Follow age restriction rules.
- **Meeting** – Do not meet somebody you have only met online. We encourage parents/carers to speak regularly to their children about who they are talking to online.
- **Accepting** – We advise that pupils only open emails and other forms of communication from people they already know.
- **Reliable** – We teach pupils about the dangers of believing everything they see online.
- **Tell** – We encourage pupils to tell a teacher, parent or carer if they see anything online that makes them feel uncomfortable.

13. Monitoring and review

The headteacher will review this code of conduct on an annual basis and will communicate any changes to all teachers and parents.

All parents will be required to read this code of conduct and sign the [agreement form](#) should any changes be made.

The Rights of Every Child

Woodthorpe J.I. School uses the U.N. Convention of the Rights of the Child to ensure that every policy supports the improvement of life chances for children. Related articles: 1, 2, 3, 4, 5, 17 and 19.

Signed:

Approved: May 2018

Review: May 2021

Appendix 1 – Social media home school agreement forms



Pupil Social Media Agreement

I, _____ understand that it is important to use social media carefully and to report anything that I see online that makes me feel uncomfortable.

Signed by

Pupil	Date:
Parent/carer	Date:
Class teacher	Date:



Parental Social Media Agreement

I, _____ understand the importance of responsible social media use. I have received, read and understand the terms and conditions of this social code of conduct policy and I agree to these terms. I agree to discuss the terms of this policy and general internet safety with _____ and monitor their use of social media. I also agree to intervene where there is inappropriate behaviour.

I understand my obligations under this policy and agree to comply fully with them whilst my child is a pupil at Woodthorpe JI School.

Signed by

Parent/carer	Date:
Class teacher	Date:

Appendix 2

Acceptable Use of Social Media Letter to Parents

Greenwood Close

Kings Norton

Birmingham

B14 6ET

May 2018

RE: Parents' use of social media

Dear parents,

Woodthorpe J.I. School understands and appreciates the benefits of social media; however, whilst there are many positive benefits to using social media; there may also be some significant negative impacts, such as cyber bullying, which the school does not tolerate.

In order for us to set the best example possible to pupils at Woodthorpe JI School, we would like to invite parents to do the same. The school urges parents to review and sign our code of conduct, which outlines how to act when using social media.

Should Woodthorpe JI School be subject to any online abuse, we will take the appropriate action, which may include considering our legal options to deal with and defamatory or libellous activity on social media.

If any parents do have any concerns to make, or would like to discuss this subject further, please contact myself directly on 0121 464 5203.

Kind regards,

Ms L. McGrath

Head teacher

Appendix 3 – Blocked content access form (Internal use only)

Blocked website content access request form



Teacher name:

Full URL:

Site content:

Reasons:

Risks:

Approved

- Yes
- No

Reason:

Appendix 4 – Inappropriate content report form (Internal use only)

Inappropriate website content report form



Teacher name:

Full URLs:

General site content:

Nature of inappropriate content:

Safeguarding issue?

Site blocked (Date):

Appendix 5

Contact details for social networking sites

Social networking site	Useful links
Ask. Fm	Terms of service Safety tips
BBM	Rules and safety
Facebook	Rules Report to Facebook Safety Centre
Instagram	Rules Report to Instagram Safety Centre
Kik Messenger	Rules Report to Kik Help Centre
Snapchat	Rules Report to Snapchat Safety tips for parents
Tumblr	Rules Report to Tumblr If you email Tumblr, take a screenshot as evidence and attach it.
Twitter	Rules Report to Twitter
Vine	Rules Contacting Vine and reporting
YouTube	Rules Report to YouTube Safety Centre

Appendix 6

Mobile phones

All UK mobile phone providers have malicious or nuisance call, text or picture message centres set up and have procedures in place to help deal with instances of bullying or abuse. They can change numbers and, where necessary, assist the police in tracing malicious calls.

Service provider	From your mobile	Pay as you go	Pay monthly contracts
O2	4445 or 202	08705 678 678	0870 241 0202
VodaFone	191	03333 040 191	03333 048 069
3	333	08433 733 333	08433 733 333
EE	150	0800 956 6000	0800 956 6000
Orange	150	07973 100 450	07973 100 150
T-Mobile	150	07953 966 150	07953 966 150
Virgin	789	0345 6000 789	0345 6000 789
BT		08000 328 751	08000 328 751