SLADEFIELD INFANT SCHOOL
Social Media Policy

	Committee	Date	Minute No.
Reviewed and Approved by Governors	C & GP	06.10.14	6
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Social Media Policy
March 2020

The contents and guidelines outlined in this Social Media Policy link with the following UN Convention on the Rights of the Child Articles:

Article 13
(freedom of expression) 'Every child has to be free to express their thoughts and opinions and to access all kinds of information, **as long as it is within the law**.'

Article 14
(freedom of thought, belief and religion) 'Every child has the right to think and believe what they choose…**as long as they are not stopping other people from enjoying their rights.'**

Article 15
(freedom of association) 'Every child has the right to meet with other children and to join groups and organisations, **as long as this does not stop other people from enjoying their rights**.'

Article 16
(right to privacy) 'Every child has the right to privacy…including protecting…from unlawful attacks that harm their reputation.'

Article 17
(access to information from the media) 'Every child has the right to reliable information from a variety of sources, and governments should encourage the media to provide information that children can understand. Governments must help protect children from materials that could harm them.'

Article 18
(parental responsibilities and state assistance) '… parents (have a) responsibility for bringing up their child and should always consider what is best for the child.'

Article 19
(protection from violence, abuse and neglect) 'Governments must do all they can to ensure that children are protected from all forms of violence, abuse, neglect and bad treatment by their parents or anyone else who looks after them.'

Introduction

Sladefield Infant School understands that Social Media is a growing part of life outside of school.

Social Media activities conducted online, such as: blogging (writing personal journals to publicly accessible internet pages); involvement in social networking sites such as Facebook, MySpace or Bebo; posting material, images or comments on sites such as YouTube, Whatsapp, SnapChat, Twitter and/or Instagram, can have a negative effect on an organisation's reputation or image.

Sladefield Infant School has a commitment to safeguarding children in all aspects of its work. As part of this commitment, we have a responsibility to safeguard our pupils against potential dangers when accessing the Internet at school, and to educate our stakeholders about how to protect themselves online when outside of school. This policy has been written to set out the key principles and code of conduct that we expect of all members of staff, pupils, parents/carers, and other adults associated with the school with respect to their responsibilities in connection with the use of Social Media

At Sladefield Infant 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.
- preventing and avoiding damage to the reputation of the school through irresponsible use of Social Media.
- protecting our staff from cyber-bullying and potentially career damaging behaviour.
- ensuring that there is an awareness of the risks associated with the inappropriate use of social networking sites.
- ensuring that all adults associated with the school are aware of the practices and procedures the school can and will follow in the event of the misuse of Social Media, including arranging e-safety meetings

1. Key roles and responsibilities

The Governing Body has overall responsibility for the implementation of the Social Media Policy and procedures of Sladefield Infant School

1.1   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.

1.2   The Governing Body has responsibility for handling complaints regarding this policy as outlined in the school's Complaints Policy.

1.3   The Head Teacher will be responsible for the day-to-day implementation and management of the Social Media Policy and procedures of Sladefield Infant School.

1.4   Staff, including teachers and support staff, and non-staff visitors to the school, including volunteers and students, 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.

1.5   Parents and carers will be expected to take responsibility for the Social Media habits of their child/children at home.

1.6   Parents and carers will be expected to promote safe Social Media behaviour.

2. Definitions

2.1   Sladefield Infant 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.

2.2   Sladefield Infant School defines 'cyber-bullying' as any use of social media or communication technology to bully an individual or group.

2.3   Sladefield Infant School defines 'members of the school community' as any teacher, member of support staff, pupil, parent/carer of pupil, Governor, regular visitor, student, volunteer or ex-pupil.

3. Training of staff

3.1   At Sladefield Infant 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 and support staff will receive training in identifying potentially at-risk pupils.

3.2   Teachers and support staff will receive training on the Social Media Policy as part of their New Starter Induction.

3.3   Teachers and support staff will receive regular and ongoing training as part of their development.

4. Code of Conduct for all members of the school community at Sladefield Infant School – Social networking

4.1   The following are not considered acceptable at Sladefield Infant School:

- The use of the school's name, logo or any other published material without written prior permission from the Head Teacher.
- The posting of any communication or images which links the school to any illegal conduct or which may damage the reputation of the school, including defamatory comments.
- The disclosure of confidential or business-sensitive information.
- The disclosure of information or images that could compromise the security of the school.
- The posting of any images of employees, pupils, Governors or anyone directly connected with the school whilst engaged in school activities unless written consent has been previously sought.

4.2   In addition to the above, everyone at Sladefield Infant School must ensure that they:

- do not make any derogatory, rude, threatening or inappropriate comments about the school, or anyone connected to the school.
- use social networking sites responsibly and ensure that neither their personal/professional reputation or the school's reputation is compromised by inappropriate postings.
- are aware of the potential of on-line identity fraud and to be cautious when giving out personal information about themselves which may compromise their personal safety and security.

5. Potential and Actual Breaches of the Code of Conduct

2.1   The Governing Body does not discourage or prevent the use of Social Media. However, the Governing Body will take seriously any occasions where the services are used inappropriately.

2.2   Under the Regulation of Investigatory Powers Act 2000 (RIPA), the Head Teacher can exercise their right to monitor the use of the school's information systems and Internet access where they believe unauthorised use may be taking place; to ensure compliance with regulatory practices; to ensure standards of service are maintained; to prevent or detect crime; to protect the communication system; to pick up messages when someone is away from school. If any such monitoring detects the unauthorised use of Social Media, disciplinary action will be taken.

5.3.   There may be instances where the School or Local Authority will be obliged to inform the Police of any activity or behaviour for which there are concerns as to its legality.

5.4.   The Governing Body will take appropriate action in order to protect the school's reputation and that of its staff, parents, Governors, pupils and anyone else directly linked to the school.

6. Social media use - staff

6.1.   Staff may not access social media during lesson time, unless it is part of a curriculum activity.

6.2.   Staff may use social media during their break times.

6.3.   Members of staff should avoid using social media in front of pupils.

6.4.   Members of staff must not 'friend' or 'follow' or otherwise contact pupils, ex-pupils or parents/carers through Social Media.

6.5.   If pupils, ex-pupils, or parents/carers attempt to 'friend' or otherwise contact members of staff through Social Media, they should be reported to the Head Teacher.

6.6.   Members of staff should avoid identifying themselves as an employee of Sladefield Infant School on Social Media.

6.7.   Members of staff must not post content online which is damaging to the school or any of its staff or pupils.

6.8.   When members of staff use Social Media in a personal capacity, they should make it clear that their views are personal.

6.9.   Members of staff must not post any information which could identify a pupil, class or the school.

6.10.   Members of staff should not post anonymously or under an alias to evade the guidance given in this policy.

6.11.   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.

6.12.   Members of staff should be aware that if their out-of-work activity brings Sladefield Infant School into disrepute, disciplinary action will be taken.

6.13.   Members of staff should regularly check their online presence for negative content via search engines.

6.14. If inappropriate content is accessed online, this will be recognised when the school's online monitoring systems have been checked by a trained member of staff. The person who checked the log will explain their findings to the Head Teacher, and it will then be decided as to the best course of action, which may mean dealing with it as a disciplinary matter.

6.15. Attempts to bully, coerce or manipulate members of the school community, via Social Media, by members of staff will be dealt with as a disciplinary matter.

6.16. Members of staff should not leave a computer or other device logged in and available to be accessed by others when away from their desk.

6.17. 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. Personal email addresses should never be given out to parents to discuss any aspect of the school's work, including discussing pupils.

7.   Social media use – pupils and parents/carers

7.1   Pupils may not access social media during lesson time, unless it is part of a curriculum activity.

7.2.   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.

7.3.   Pupils and parents/carers must not attempt to 'friend', 'follow' 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 Head Teacher.

7.4.   If members of staff attempt to 'friend', 'follow' or otherwise contact pupils or parents/carers through social media, they should be reported to the Head Teacher.

7.5.   Pupils and parents/carers should not post anonymously or under an alias to evade the guidance given in this policy.

7.6.   Pupils and parents/carers must not post content online which is damaging to the school or any of its staff or pupils.

7.7.   Pupils at Sladefield Infant School must not sign up to social media sites that have an age restriction above the pupil's age.

7.8.   If inappropriate content is accessed online on school premises, it must be reported to a teacher. It is then the teacher's responsibility to report this to either the Head Teacher or Deputy Head Teacher.

7.9.   Police action and/or legal advice will be taken in relation to the following activities on Social Media sites: comments that are derogatory to the staff, children and members of the school community; threats of any kind against any staff member or pupil; comments that could bring the school into disrepute; untrue comments about the school, its staff or its community.

8. **Social Media Use - parent helpers, volunteers, students, and supply staff who may have contact with children on a regular basis.**

   8.1.   The use of Social Media by those mentioned above cannot be as strictly regulated as for permanent staff and pupils in the school. However, these groups should never:
   - discuss anything that is seen or heard at the school on any form of Social Media
   - express opinions about the school that could cause offence, bring the school into disrepute, or affect the confidentiality of the school or those within it
   - take any photographs of school events or activities they are involved in and use them on any form of Social Media site, or share them publicly;
   - Use their mobile phone or other personal device whilst participating in a school activity for Social Media activity.

   8.2.   These groups must:
   - Adhere strictly to any confidentiality agreement signed when taking up a position at the school, or at the agency that provides their work placement, which outlines expectations including that of use of Social Media.

9. Cyber bullying

   9.1.   At Sladefield Infant School, due to the age of the children at the school, it is less likely that cyber-bullying between pupils will take place; irrespective of this fact, cyber bullying is still taken seriously and will not be tolerated.

   9.2.   Incidents of cyber bullying will be dealt with and reported along the same processes as indicated in the Anti-Bullying Policy.

   9.3.   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 a member of the School Leadership Team.

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

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

   9.6.   Where the perpetrator is an adult, in nearly all cases, a member of the School Leadership Team should invite the victim to a meeting to address their concerns. Where appropriate, the perpetrator will be asked to remove the offensive content. If the perpetrator refuses to comply, it is at the discretion of the school as to what next steps should be taken. This could include contacting the internet service provider in question through their reporting mechanisms, if the offensive content breaches their terms and conditions.

   9.7.   If the material is threatening, abusive, sexist, of a sexual nature or constitutes a hate crime, the school will consider contacting the Police.

   9.8.   As part of our on-going commitment to the prevention of cyber-bullying, regular education and discussion about e-safety will take place as part of Computing and PSHE.

10. Be SMART online

10.1. 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.