



FARNWORTH CHURCH OF ENGLAND PRIMARY SCHOOL

SOCIAL MEDIA POLICY

Recommended by	H G Whitfield
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CHANGE RECORD FORM

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Related Policies:

This policy is part of a whole school strategy to ensure that all members of our school community are kept safe and that their welfare is a high priority. It should be read in conjunction with the following policies:

Policies	
<ul style="list-style-type: none"> • Allegations Against Adults Policy • Attendance and Pupil Leave of Absence • Confidentiality • Emergency planning • Equalities • eSafety • Good Behaviour and Anti-bullying • Intimate Care • Policy for children missing education • Safeguarding 	<ul style="list-style-type: none"> • Safer Recruitment Policy • Sex and Relationships • Staff Behaviour / Code of Conduct • Special Educational Needs and Disability • Supporting Children with Medical Conditions in School • Use of Physical Intervention / Restraint Policy • Whistleblowing Policy • Working with separated families

1. Introduction

The school is aware and acknowledges that increasing numbers of adults and children are using social networking sites. The widespread availability and use of social networking applications brings opportunities to understand, engage and communicate with audiences in new ways. It is important that we can use these technologies and services effectively and flexibly. We welcome and encourage the positive and appropriate use of this technology when it is used in accordance with the school's values and ethos and supports the school community's positive reputation.

This policy is to protect pupils, parents/carers, governors and all school employees; ensuring that all users are aware of their responsibilities regarding their use of social networking 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 this balance to support innovation whilst providing a framework of good practice. It reflects guidance from the Prevent Duty and Keeping Children Safe in Education 2018.

This policy is publically available on the Farnworth CE school website:
(<http://www.farnworthprimary.eschools.co.uk/website>).

Paper copies are available upon request from the school office and a copy is displayed on the school Safeguarding Board (main foyer).

Upon review all members of staff will sign to say they have read and understood this policy along with both the e-Safety policy and the Staff Acceptable Use statement.

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2. Aims

The aim of this policy is to ensure:

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

3. Definitions

Farnworth CE Primary 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.
- Messaging services such as WhatsApp, Facebook messenger

We define “**cyber bullying**” as any use of social media or communication technology to bully an individual or group.

4. Scope of the Policy

This policy covers the use of social networking applications by the following school stakeholders: all staff, pupils, parents/carers and governors.

The requirements of this policy apply to all uses of social networking applications which are used for any school related purpose and regardless of whether the stakeholders mentioned above are contributing in an official capacity to social networking applications provided by external organisations.

All members of the school community 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. All the above-named stakeholders must also operate in line with the School’s Equality Policy.

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5. Facebook

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

The following extract is from Facebook's Help Centre:

"Facebook requires everyone to be at least 13 years old before they can create an account Creating an account with false info is a violation of our terms. This includes accounts registered on the behalf of someone under 13.

This guidance is to advise and protect staff from accusations of improper relationships with pupils.

6. Twitter

Twitter is a social media site that is used regularly by the school. It is based on sending a 'tweet' as an expression of a moment or idea. It can contain text, photos, and videos. All parents / carers have been asked to complete a permission form (appendix 1) along with the acceptable use agreement (appendix 2) to grant school permission to tweet photographs of the children.

Twitter states in their Privacy Policy that their service is not directed to persons under the age of 13. Therefore, accounts can be created, providing the child's parent has consented and the child's account does not reveal any personal information.

All class accounts are 'locked' to ensure that only those who request access, gain access to school's tweets. Parental accounts are most secure for school usage if they are 'locked' too. Parents are made aware through the Twitter permission form that the general school account is not locked.

7. Use of Social networking sites in work time

Use of social networking applications in work time for personal use only is not permitted, unless permission has been given by the Head teacher.

8. 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 Head teacher 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.

All stakeholders 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-

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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. Farnworth CE 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.

9. 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 any matters relating to school matters, staff, pupils or parents
- No staff member should have a pupil or former pupil under the age of 18 as a ‘friend’ to share information with
- Employees 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 Head Teacher
- 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.
- 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.

10. Guidance/protection for staff on using social networking

- No member of staff should interact with any pupil in the school on social networking sites (other than eSchools).
- No member of staff should interact with any ex-pupil in the school on social networking sites who is under the age of 18 years
- 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 members’ 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 head teacher in writing. However, it would not be appropriate to network during the working day on school equipment
- It is illegal for an adult to network, giving their age and status as a child.

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- It is possible that a high proportion of staff will have their own social networking site accounts. It is important for them to protect their professional reputation by ensuring that they use their personal accounts in an appropriate manner.
- Staff **MUST NOT** use personal accounts to post comments about the school, pupils, parents or colleagues including members of the Governing Body.
- Staff should only use social networking in a way that does not conflict with the current National Teachers' Standards.
- Staff should review and adjust their privacy settings to give them the appropriate level of privacy and confidentiality.
- Staff are strongly advised not to add parents as 'friends' via social media into their personal accounts.
- Inappropriate use of social media by staff should be referred to the headteacher in the first instance and may lead to disciplinary action.
- If you have any evidence of pupils or adults using social networking sites in the working day, please contact the Senior Designated Person for Safeguarding in school: **Mrs Whitfield**. In her absence, the Deputy Designated Person is **Miss Dalzell**.

11. Guidance/protection for Pupils on using social networking

Twitter doesn't ask your age when you sign up, but Facebook does, and on Facebook the minimum age requirement is 13. It's the same number on Instagram and Snapchat too. Therefore, our guidance is as follows:

- No pupil under 13 should be accessing social networking sites. This is the guidance from both Facebook 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/parents>
- No pupil may access social networking sites during the school working day.
- Any Year 6 pupils with mobile phones must hand them into their class teacher at the beginning of the school day; the phone must be switched off. Failure to follow this guidance will result in a total ban for the student using a mobile phone.
- 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 Head teacher. 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
- We have a zero tolerance to cyber bullying

12. Comments posted by parent/carers

Parents and carers will be made aware of their responsibilities regarding their use of social networking. Methods of school communication include the website, newsletters, letters and verbal discussion. School policies and documents provide further information regarding appropriate channels of communication and means of resolving differences of opinion. Effective communication following principles of mutual respect is the best means of ensuring the best learning experiences for the child.

- Parents **MUST NOT** post pictures, other than of their own child/ren, on any social networking sites where these photographs have been taken at a school event.

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- Parents should inform the school of a complaint by following the school's procedure as set out in the Complaints policy, rather than posting the complaint on a social networking site.
- Parents MUST NOT post any malicious or fictitious comments on social networking sites about any member of the school community.

Failure to comply with the above may result in the school seeking advice and support from HBC legal department and / or the police.

13. Child protection guidance

If the head teacher receives a disclosure that an adult employed by the school 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 Local Authority Designated Officer (LADO):

Halton Safeguarding Children Board

Telephone: 0151 511 7229

- 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 LADO 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. The decision to suspend remains the school's responsibility.
- If disclosure is from a child, follow your normal process in your child protection policy until the police investigation has been carried out.

14. Cyber Bullying

By adopting the recommended no 'personal' use of social networking sites on school premises, Farnworth CE Primary School protects itself from accusations of complicity in any cyber bullying through the provision of access.

Parents should be clearly aware of the school's policy of access to social networking sites. 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. Below are some examples that the school may encounter, along with the appropriate action/guidance:

- A child 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 Facebook. The pupils are in Y5: This is the tricky one. 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

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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 school's recommendation. They could then deal with residual bullying in the school but refuse to deal with the social networking issues.

Once a disclosure is made, investigation will have to involve the families. This will be dealt with in line with the 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.

15. Key roles and responsibilities

The Governing Body has overall responsibility for the implementation of the Social Media Policy and procedures of Farnworth CE Primary School. They must ensure 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.

The Governing Body also has responsibility for handling complaints regarding this policy as outlined in the school's Complaints Policy. The Headteacher will be responsible for the day-to-day implementation and management of the Social Media Policy and procedures of Farnworth CE Primary School.

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. All members of staff should be aware of 'youth produced sexual imagery'. They should be able to recognise and refer any disclosures of incidents of this nature. All incidents of youth produced sexual imagery should be dealt with as safeguarding concerns and school safeguarding procedures should be followed. Staff should not view youth produced sexual imagery unless there is good and clear reason to do so.

Parents and carers will be expected to take responsibility for the social media habits of themselves and their child /children at home. They will be expected to promote and model safe social media behaviour.

16. Be SMART Online

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 accept 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.

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In order to support this **SMART** approach, our school has two designated e-Safety officers in Year 6. They work with our Senior Designated Person (Mrs Whitfield) in school to help promote e-Safety and ensure pupils have a SMART approach to social media. They have accessed **CEOP Thinkuknow** training through Cheshire Police and continue to work in school to enhance our e-Safety programme.



A message from our e-Safety Officers:

“Hello, we are the e-Safety officers and we want to help you to stay safe on-line. You can do this in different ways such as never giving out your contact details on-line, only talking to people you know and by having a parent/carer around when you go on-line so that you can ask for permission and let them know what you are doing. Stay safe and have fun.”

17. Equal Opportunities

Pupils with additional needs

The school endeavours to create a consistent message with all pupils. However, staff are aware that some pupils may require additional teaching including reminders, prompts and further explanation to reinforce their existing knowledge and understanding of e-Safety and use of social media websites.

Where a pupil has limited social understanding, careful consideration is given to group interactions when raising awareness of e-Safety. Internet activities are planned and well-managed for these children.

18. Policy Review Procedure

The Social Media Policy will be reviewed annually, or more regularly in the light of any significant new developments in the use of the technologies, new threats to e-Safety or incidents that have taken place or if central Government change the orders or guidance in any way. The next anticipated review date will be: **September 2020**.

There will be an on-going opportunity for staff to discuss with the e-Safety coordinator or Senior Designated Person for Safeguarding, any issue of e-Safety that concerns them. Likewise, pupil voice can be communicated via our designated e-Safety officers.

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APPENDIX 1 Twitter permission slip

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Twitter accounts – Permission

Please circle and return to your child’s class teacher:

I give permission for pictures of my child to be tweeted on their locked class account:

Yes/ No

I give permission for pictures of my child to be tweeted on the unlocked school account:

Yes/No

If you wish to follow your child’s class account, for verification purposes, please fill in

your username: @.....

Child’s name

Signed

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APPENDIX 2

Parent Acceptable Use Agreement

Digital technologies have become integral to the lives of children and young people, both within schools and outside school. These technologies provide powerful tools, which open up new opportunities for everyone. They can stimulate discussion, promote creativity and stimulate awareness of context to promote effective learning. Young people should have an entitlement to safe internet access at all times.

This Acceptable Use Policy is intended to ensure:

- that our pupils / your child(ren) will be responsible users and stay safe while using the internet and other communications technologies for educational, personal and recreational use.
- that school systems and users are protected from accidental or deliberate misuse that could put the security of the systems and users at risk.
- that you as parents are aware of the importance of e-Safety and are involved in the education and guidance of your child(ren) with regard to their on-line behaviour.

The school will try to ensure that pupils will have good access to digital technologies to enhance their learning and will, in return, expect the pupils to agree to be responsible users. A copy of the Pupil Acceptable Use Policy is attached to this permission form, so that parents will be aware of the school expectations of the young people in their care.

Parents are requested to sign the permission form below to show their support of the school in this important aspect of the school's work.

Permission Form

Parent's Name

Pupil's Name

As the parent of the above pupil, I give permission for my son / daughter to have access to the internet and to ICT systems at school.

Either: (KS2)

I know that my son / daughter has signed an Acceptable Use Agreement and has received, or will receive, e-Safety education to help them understand the importance of safe use of technology and the internet – both in and out of school.

Or: (KS1)

I understand that the school has discussed the Acceptable Use Agreement with my son / daughter and that they have received, or will receive, e-Safety education to help them understand the importance of safe use of technology and the internet – both in and out of school.

I understand that the school will take every reasonable precaution, including monitoring and filtering systems, to ensure that pupils will be safe when they use the internet and ICT systems. I also understand that the school cannot ultimately be held responsible for the nature and content of materials accessed on the internet and using mobile technologies.

I understand that my son's / daughter's activity on the ICT systems will be monitored and that the school will contact me if they have concerns about any possible breaches of the Acceptable Use Policy.

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I will encourage my child to adopt safe use of the internet and digital technologies at home and will inform the school if I have concerns over my child's e-Safety.

Signed Date

Use of Digital / Video Images

The use of digital / video images plays an important part in learning activities. Pupils and members of staff may use digital cameras to record evidence of activities in lessons and out of school. These images may then be used in presentations in subsequent lessons. Images may also be used to celebrate success through their publication in newsletters, on the school website and occasionally in the public media,

The school will comply with the Data Protection Act and request parents' permission before taking images of members of the school. We will also ensure that when images are published that the young people cannot be identified by the use of their names.

In accordance with guidance from the Information Commissioner's Office, parents are welcome to take videos and digital images of their children at school events for their own personal use (as such use is not covered by the Data Protection Act). To respect and protect everyone's privacy, these images should not be published / made publicly available on social networking sites, nor should parents comment on any activities involving other pupils in the digital / video images.

Parents are requested to sign the permission form below to allow the school to take and use images of their children and for the parents to agree

Digital / Video Images Permission Form

Parent's Name

Pupil's Name

As the parent of the above pupil, I agree to the school taking and using digital / video images of my child(ren). I understand that the images will only be used to support learning activities or in publicity that reasonably celebrates success and promotes the work of the school.

Yes / No

I agree that if I take digital or video images at, or of, school events which include images of children, other than my own, I will abide by these guidelines in my use of these images.

Yes / No

Signed Date

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