



William Law C E Primary School

Social Media Policy

Policy shared with staff on 8th June 2017 Intranet [by email/staff briefing]

Policy confirmed by the Governing Body of William Law CE Primary School on:

Date: 7th June 2017

Signature: Anna Bertou

Policy to be reviewed on: June 2020

This policy is written in line with the Christian values and ethos of our school.

Social media and social networking sites play an important role in the lives of many people. We recognise that sites bring risks, but equally there are many benefits to be reaped. This gives clarity to the way in which social media/mobile phones are to be used by pupils, governors, visitors, parent helpers and school staff at William Law CE Primary School. It will also provide guidance for parents.

There are four key areas:

- A. Use of social networking by staff in a personal capacity**
- B. The use of social networking sites by pupils within school**
- C. Comments posted by parents/carers**
- D. Dealing with incidents of online bullying**

Policy Governance (Roles & Responsibilities)

All Staff

A. Use of social networking by staff in a personal capacity

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 confirm by email to the IT Technician whether they have any social media accounts such as Facebook or Twitter. They also have to advise whether they have any 'friends' on social media who are current pupils or ex pupils (having left in the last 5 years) and their relationship to them. A nil return is required.
- Staff are **strongly advised** not to add parents as 'friends' into their personal accounts.
- Staff must not use their own personal twitter account to follow the School twitter account.
- Staff are recommended not to use their own personal twitter account to retweet pictures from the school tweets.
- Under no circumstances should staff share or upload student photos online other than via school owned social media accounts
- Staff **must not** post comments about the school, pupils, parents or colleagues including members of the Governing Body.
- Staff must not use social networking sites within lesson times (for personal use).
- Staff should only use social networking in a way that does not conflict with the current National Teacher's Standards.
- Staff should review and adjust their privacy settings to give them the appropriate level of privacy and confidentiality.
- Staff must ensure that confidentiality is maintained on social media even after they leave the employment of the school.

- Inappropriate use by staff should be referred to the Headteacher in the first instance and may lead to disciplinary action.

All Pupils

B. The use of social networking sites by pupils within school.

In terms of private use of social networking sites by a child it is generally understood that children under the age of 13 are not permitted to register on sites such as Facebook and Instagram.

Other networking sites aimed at children such as DB Primary should not be used/accessed in school unless under the direction of a teacher and for a purpose clearly apparent from the learning objective of the relevant learning experience.

The school's Acceptable Use Policy (AUP) outlines the rules for using IT in school and these rules therefore apply to use of social networking sites.

Parents and Carers

C. Comments posted by parents/carers

Parents and carers are reminded of their responsibilities regarding their use of social networking. Methods of school communication include the prospectus, 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 of pupils, other than their own children, on social networking sites where these photographs have been taken at a school event.
- Parents should make complaints through official school channels rather than posting them on social networking sites.
- Parents should not post malicious or fictitious comments on social networking sites about any member of the school community.

D. Dealing with incidents of online bullying/inappropriate use of social networking sites

There are four UK statutes that cover the use of Internet technology in relation to bullying. All cases of online bullying will be dealt with in accordance with the school's Anti-bullying policy. The school can take action with reference to any incident that takes place outside school hours if it:

- Could have repercussions for the orderly running of the school.
- Poses a threat to a member of the school community.
- Could adversely affect the reputation of the school, or its employees/governors.

Where appropriate, legal action will be taken by the school's governors.