



Edith Cavell Primary School

Social Media Policy

(On behalf of ...)

Signed: A Heavey Chair of Governors

Signed: H Cooke Headteacher

Date: November 2019

Review date: October 2020

RESPONSIBILITY FOR THE MANAGEMENT OF SOCIAL MEDIA

- The person responsible for the overall safeguarding of children and staff is Miss Cooke (Head teacher).
- Miss Cooke is the Designated Safeguarding Lead (DSL).
- The person co-ordinating the day to day provision with regards to safeguarding is also Miss Cooke. Mrs Dennis is supporting Miss Cooke in this role.
- The person responsible for E-Safety and the management of school social media accounts is Miss Cooke.

These are the contact details for the staff named above:

Edith Cavell Primary School

Manton Lane

Bedford

MK41 7NH

01234 345636

office@ecls.org.uk

hcooke@ecls.org.uk

sdennis@ecls.org.uk

CONTENTS

Section A – Mission Statement	page 3
Section B – Aims and Objectives	page 3
Section C – Definitions	page 3
Section D – Staff Social Networking	page 4
Section E – Student Social Networking	page 5
Section F – School Social Networking Accounts	page 5
Section G – Child Image Consent	page 6
Section H – Complaints Procedure	page 6
Section I – Breaches of Policy	page 6
Section J – Reviewing this Policy	page 6
Appendix 1	page 8

A) MISSION STATEMENT

At Edith Cavell Primary School we are proud to provide a safe, stimulating and inclusive learning environment where every member of our community is valued and respected.

Our broad, balanced, creative curriculum and enrichment activities provide opportunities for everyone to achieve and succeed. This curriculum includes a comprehensive Computing syllabus which teaches children how to behave responsibly when using the internet and social media.

B) AIMS AND OBJECTIVES

Aims

We aim to provide every child with the opportunity to learn how to be safe using controlled social media, and the opportunity to do so.

We aim to protect the wellbeing of the children, staff and school as a whole through our internet and social media activity.

Objectives

1. Teach children how to be safe when using social media.
We teach children how to act responsibly using school social media, such as the school mail system. We also educate children how to manage risks that they face and how to report concerns that they may have while using the internet and social media.
2. Remind staff of their responsibilities.
Regular updates, including a mandatory social networking briefing at the beginning of the academic year, are given to staff about their responsibility to keep children, staff and the school itself safe on personal social media accounts.
3. Provide informative and safe social media platforms for parents to view school information.
Through school social media accounts, such as Facebook and Twitter, we provide a modern and informative platform for parents to receive school community updates and alerts as well as images and videos of the school day.
4. Offer a clear procedure for obtaining permission of parents for the use of the images of children on any of school's internet-related activity.
Parents are reminded annually of what school use children's images for in school, in press material and across social media.
5. Provide clear guidelines with regard to the use of children's images and names on social media.
Children's images are only used with parental consent and names are not allowed to be associated with a child's image on any internet or social media accounts.

C) DEFINITIONS

To avoid ambiguity, definitions of some of the key terms in relation to this policy are provided below:

Social networking/social media

The use of dedicated websites and applications to interact with other users, or to find people with similar interests to one's own.

Child's image

A representation of the external form of a child such as a digital photograph or video, which includes their identifiable face.

D) STAFF SOCIAL NETWORKING

This policy has been written to set out the key principles and staff 'Code of Conduct' with the use of social networking sites. Staff are required to sign the 'Code of Conduct' (Appendix 1) to confirm they have read the policy and agree to its requirements when appointed and then at the beginning of every academic year.

Code of Conduct Rationale

This Code of Conduct relates to social networking activities such as, but not limited to:

- Blogging (writing personal journals to publicly accessible internet pages),
- Social networking sites such as Facebook, Twitter and WhatsApp
- The posting of material, images or comments on websites such as YouTube
- Online discussion forums
- Collaborative spaces
- Media sharing
- 'Microblogging' applications such as Twitter
- Virtual worlds.

The dangers inherent in these activities include:

- Potential negative effect on a person's or organisation's reputation or image
- Compromising the school's commitment to safeguarding children
- Breaching school confidentiality procedures
- Staff grievances leading to disciplinary cases
- School leaders and governors are exposed to legal risks

Code of Conduct

1. All members of staff have a responsibility to ensure that they protect the reputation of the school, and treat colleagues and members of the school community with professionalism and respect.
2. It is important to protect all staff and members of our community from allegations and misinterpretations which can arise from the use of social networking sites.
3. Safeguarding children is a key responsibility of all members of staff and it is essential that staff act responsibly if they are using social networking sites out of school.
4. Anyone working in the school either as a paid employee or volunteer must not communicate with children via social networking. Any attempts to make contact with you must be immediately reported to the E-Safety Officer and the Headteacher.
5. Blogging and accessing social networking sites at work using school equipment is not permitted.
6. The use of the school's name, logo, or any other published material without prior permission from the Headteacher is not permitted.

7. No communications that relate to any specific event, protocol, pupil or person at School, irrespective of their anonymity, should be shared.
8. All information shared through social networking applications, even via private spaces, is subject to copyright, data protection and Freedom of Information legislation and the Safeguarding Vulnerable Groups Act 2006.
9. School staff must not invite, accept or engage in communications with parents or children from the school community on any personal social networking sites. Any pre-existing communications must be declared to the head teacher. Any attempts to make contact with you must be immediately reported to the Headteacher (Heather Cooke).
10. If a school representative is made aware of any other inappropriate communications involving any child and social networking these must be reported immediately as above.
11. The school internet policy must be followed at all times when children use ICT and access the internet in school.

School Action

Breach of the policy could result in:

- Staff being suspended.
- The closure of any applications or removal of content which may adversely affect the reputation of the School or put it at risk of legal action.
- Misconduct or gross misconduct procedures to which the School and Local Authority Dismissal and Disciplinary Policies apply.

E) STUDENT SOCIAL NETWORKING

Curriculum Requirements

It is a requirement of the National Curriculum that pupils:

“are responsible, competent, confident and creative users of information and communication technology.”

In Key Stage 1, pupils should be taught to:

“use technology safely and respectfully, keeping personal information private; identify where to go for help and support when they have concerns about content or contact on the internet or other online technologies.”

In Key Stage 2, pupils should be taught to:

“use technology safely, respectfully and responsibly; recognise acceptable /unacceptable behaviour; identify a range of ways to report concerns about content and contact.”

Teaching of Social Networking

Children have access to filtered and monitored school email as a means of safe social networking. An outside provider puts filtering in place to prevent inappropriate content being sent and, in the event that unsuitable emails are sent, they are forwarded to the E-Safety Officer who deals with them accordingly. All concerns are reported on the school safeguarding system (CPOMS) and parents are made aware of more serious cases.

The Computing Curriculum provides opportunities for children to be reminded of their responsibilities, who to go to so that they can report a concern and where they can access support either at home or in school. School takes part in Internet Safety Day every year which is another opportunity for staff to remind children of safe use.

F) SCHOOL SOCIAL NETWORKING ACCOUNTS

We have social networking accounts set up to provide parents with information and share images of the school day, enabling us to communicate more effectively with parents.

Access to Official School Social Media Accounts

The Headteacher and class teachers will have access to official school social networking accounts on their devices only. Other staff and students do not have unsupervised access.

Content of Official School Social Media Accounts

Content will be monitored by the Clerical Assistant, Computing Co-ordinator, E-Safety Officer and Headteacher. Posts by School should not include any forenames or surnames of staff, children or their families. Permission to post on pages or accounts, wherever possible, will be limited by settings to School only. In the event where settings do not allow this, posts or messages by anyone else will be removed if they are deemed to include any of the following:

- Names of staff, children or their families.
- Defamatory remarks about school or members of its community.
- Offensive, insulting and/or abusive remarks about school or members of its community.

G) CHILD IMAGE CONSENT

Seeking Permission

The safeguarding of our children is of paramount importance and we take seriously the right of Parents and Carers to protect the identify of their child(ren). As such, we will request signed written permission for school to use:

- their child's image and name within the school environment.
- their child's image in school printed publications and website.
- their child's image (without name) on school social media, such as Facebook and Twitter.
- their child's image (without name) and my child being photographed or filmed in press or media events, such as newspaper articles, agreed by the school.

Use of a Child's Image

A child's image and/or name will not be used without the aforementioned consent.

H) COMPLAINTS PROCEDURE

If a Parent or Carer has any concerns or complaints with regard to social media, an appointment can be made by them to speak to the Headteacher or E-Safety Officer, who will investigate the complaint and if necessary will be able to advise on formal procedures for complaint.

I) BREACHES OF POLICY

Any breaches of policy not already detailed above will be dealt with by the Headteacher accordingly.

J) REVIEWING THIS POLICY

This policy will be reviewed annually by the Computing Co-ordinator and E-Safety Officer. It will then be shared with the Headteacher and sent to Governors for ratification. Once it has been ratified, a copy will be given to all staff.

This policy should be read in conjunction with:-

Information Security Policy

E-safety Policy

Computing Policy

Data Protection Policy

Safeguarding incorporating Child Protection Policy

Acceptable User Policy

Photographic and Video Images Policy

Confidential Reporting Policy

STAFF SOCIAL NETWORKING

Code of Conduct

Rationale

This Code of Conduct relates to social networking activities such as, but not limited to:

- Blogging (writing personal journals to publicly accessible internet pages),
- Social networking sites such as Facebook, Twitter and WhatsApp
- The posting of material, images or comments on websites such as YouTube
- Online discussion forums
- Collaborative spaces
- Media sharing
- 'Microblogging' applications such as Twitter
- Virtual worlds.

The dangers inherent in these activities include:

- Potential negative effect on a person's or organisation's reputation or image
- Compromising the school's commitment to safeguarding children
- Breaching school confidentiality procedures
- Staff grievances leading to disciplinary cases
- School leaders and governors are exposed to legal risks

Code of Conduct

1. All members of staff have a responsibility to ensure that they protect the reputation of the school, and treat colleagues and members of the school community with professionalism and respect.
2. It is important to protect all staff and members of our community from allegations and misinterpretations which can arise from the use of social networking sites.
3. Safeguarding children is a key responsibility of all members of staff and it is essential that staff act responsibly if they are using social networking sites out of school.
4. Anyone working in the school either as a paid employee or volunteer must not communicate with children via social networking. Any attempts to make contact with you must be immediately reported to the E-Safety Officer and the Head teacher.
5. Blogging and accessing social networking sites at work using school equipment is not permitted.
6. The use of the school's name, logo, or any other published material without prior permission from the Headteacher is not permitted.
7. No communications that relate to any specific event, protocol, pupil or person at School, irrespective of their anonymity, should be shared.
8. All information shared through social networking applications, even via private spaces, is subject to copyright, data protection and Freedom of Information legislation and the Safeguarding Vulnerable Groups Act 2006.
9. School staff must not invite, accept or engage in communications with parents or children from the school community on any personal social networking sites. Any pre-existing communications must be declared to the head teacher. Any attempts to make contact with you must be immediately reported to the Head teacher (Heather Cooke).
10. If a school representative is made aware of any other inappropriate communications involving any child and social networking these must be reported immediately as above.
11. The school internet policy must be followed at all times when children use ICT and access the internet in school.

School Action

Breach of the policy could result in:

- Staff being suspended.
- The closure of any applications or removal of content which may adversely affect the reputation of the School or put it at risk of legal action.
- Misconduct or gross misconduct procedures to which the School and Local Authority Dismissal and Disciplinary Policies apply.

I have read and understood the above code of conduct and agree to abide by the guidelines outline within it.

Signed:- _____

Name:- _____

Role:- _____

Date:- _____