

Robert Arkenstall Primary School

Social Media Policy

It is the aim of Robert Arkenstall Primary School to provide a broad curriculum and education of the highest quality within a happy, safe, secure and stimulating environment, which enables each child to experience success; to equip them with skills as thoughtful, caring and active citizens, eager to explore the possibilities of the world.

pursue possibilities; love learning

This policy is published on the School website, stored on the Network: Staff Share and is available on request from the school office

Governor Committee	Finance and Personnel
Reviewer	R Fisher
Ratified	March 2022
Review period	1 year
Next review due	March 2023

Our school is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment.

What is Social Media?

For the purposes of this policy Social Media refers to websites that enable people to interact with each other in some way. Social Networking Applications include, but are not limited to: blogs, online discussion forums, collaborative spaces, wikis, media sharing services, micro-blogging applications.

Examples include Twitter, Facebook, YouTube, Blogger.

Introduction

The widespread availability and increasing use of social networking brings opportunities for adults and young people to engage and communicate with audiences in new and exciting ways. This brings with it both benefits and risks to both pupils, staff and the good reputation of our school. This document outlines guidelines for using such services and technologies effectively and appropriately.

Scope and Purpose

The primary purpose of this policy is to clarify for employees, governors and others associated with the school (referred to in this document as school representatives) how they should conduct themselves when using all forms of social media sites. If followed it should minimise any risk that they may place themselves or pupils in. This will, in turn, avoid situations where safeguarding issues may arise, the school be brought into disrepute or professional relationships compromised.

Code of Conduct

A code of conduct is promoted with the aim of creating a cooperative workforce, where staff work as a team, have high values and respect each other; thus creating a strong morale and sense of commitment leading to increased productivity. Please remember, you are ambassadors for the school at all times and your online presence WILL reflect upon the school. Keep your personal and professional lives separate. School representatives must act professionally at all times and must not, through their actions or inactions, bring the school into disrepute.

School staff are expected to maintain a professional distance from pupils, and therefore should not be involved in social networking with pupils either in or outside of school. See document: *Guidance for Safer Working Practice for adults who work with children and young people*.

At The Robert Arkenstall Primary School it is our aim that all school representatives:

- Are personally responsible for the content they publish on social media
- Should never post anything that may be deemed detrimental to the school or its reputation
- Should behave with professional discretion at all times
- Should behave respectfully and considerately at all times – we do not make rude, defamatory, derogative, threatening or inappropriate comments about the school or anyone at or connected with the school. Such posts may be seen as libellous.
- Should use social networking responsibly – ensure that our personal/professional reputation, or that of the school is not compromised at any time
- Are prohibited from using the school's logo/badge without official permission
- Should respect confidentiality of pupils and others, and of confidential information – we do not disclose personal information about members of the school community
- Should ensure that what is posted is truthful and accurate and not misleading, ambiguous or wrong.
- Should make it clear that your views are not those of the school and that you are not posting in any official capacity, where such clarification is appropriate. It is advisable for staff members to avoid identifying themselves as members of staff of the school on social media.

- Are advised to refrain from publishing any personal or sensitive information on social media websites e.g. home address, telephone number or any information relating to personal bank accounts
- Avoid posting photographs/videos which include you or others wearing clothing with the school badge on.
- Should be aware of the importance of reporting any concerns about unacceptable practice or behaviour.
- Should never 'follow', 'friend' or engage in any way on social media with any minor who is, or was, a pupil at the school (and is still a minor) unless that pupil is a member of your family or under your guardianship.
- Should exercise a high degree of caution when considering 'following', 'friending' or engaging in any way on social media with parents of pupils at the school. This is especially important if you are a member of staff at the school. If you do become a 'friend' to such a parent never discuss, on social media or elsewhere, anything to do with school which is of a confidential nature. If you are both a school representative and a parent, we advise that you ensure your security settings allow friends only. Exercise your professional judgement and always err on the side of caution. If unsure, seek advice from a member of the Leadership Team.
- Should ensure that any communication from a child connected with the school is drawn to the attention of the Head immediately, or in their absence to one of our Child Protection Officers (See Safeguarding Folder in Staff Room).
- Will immediately report, as above, if they are made aware of any inappropriate communications involving any child and social networking.
- Are advised not to accept friend requests on social media from parents unless they are a family member or the friendship predates their employment in school.
- Are encouraged to set their Privacy Setting to the highest level and should be familiar with Privacy Settings of the applicable social media tool which allow 'friends only.'
- Should be aware that it is illegal for an adult to communicate with others using digital media, giving their age as that of a child.
- Copyright laws apply online.

Please note, these guidelines apply to posts made anonymously by you or under an alias.

Access to social media on school premises

School equipment may only be used to access and post to social media by official users or as part of any approved curriculum activities. School equipment must not at any time be used for personal access to social media.

School representatives may use personal devices they own to access social media during free time in the school day, provided this is done responsibly and away from the presence of pupils and ensures that pupils are protected from inappropriate content. (ref also the school's Mobile Phone Policy).

Employees should be aware that the use of social media in a manner contrary to this policy may result in disciplinary action.

Top Tips

Regularly search for your name on the internet to see what information others can find out about you. View your page or account as an anonymous user to see what information others can see.

Other Related Policies

This policy should also be read in relation to the following documentation:

- Safeguarding and Child Protection Policy
- Data Protection Policy
- Confidentiality Policy
- Acceptable Use Policy
- Mobile Phones and Devices Policy
- Online Safety Policy
- Disciplinary Policy for all School Staff

Guidance documents include:

- *Guidance for Safer Working Practice for adults who work with children and young people.*
- *Keeping Children Safe in Education.*
- *Guidance on Issues of Confidentiality.*
- *Professional boundaries in relation to your personal internet use and social networking online.*

Review of policy

Due to the ever changing nature of social media it is best practice that this policy be reviewed annually.