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Amaze Excite Inspire

‘Jesus offers life in all its fullness’

**Social Media Policy**

**January 2018**

**INTRODUCTION**

With an ever-increasing number of people using social media, the school has recognised that there are numerous benefits and opportunities that a strong and positive social media presence can offer.

**DEFINITION OF SOCIAL MEDIA**

We can define social media as a website or application that enables the users to create and share content or to participate in social networking.

Social media and social networking can take on many forms:

* + - Blogs and Micro blogs (Twitter)
    - Vlogs (YouTube)
    - Internet forums & Messaging boards (Messenger)
    - Social Networks (Facebook)
    - Virtual Worlds
    - Games and online Gaming chat rooms

The school currently has an official and verified Facebook page and is looking to launch a Twitter account in early 2018.

**PURPOSE**

The purpose of this policy is to:

* Ensure the safeguarding of all children, with regards to social media.
* Outline the responsibilities of the staff, governors, parents and carers
* Ensure the reputation of the school, its staff and its governors is not adversely affected in any way.
* Protect the school from legal risks.
* Ensure that any social media information provided is legitimately representative of the school.

Whilst every attempt has been made to cover a wide range of situations, it is recognised that this policy cannot cover all eventualities.

**USING SOCIAL MEDIA IN SCHOOL**

**Guidance for pupils**

Being a primary school the use of social media in school is very limited where pupils are involved. Most social media and social networking sites have a 13+ years age policy. However some networking platforms can be entered from other sites like games, especially online games with chat rooms.

Pupils should not:

* Access (in any way) any social media platforms during the school day, unless permission is given by the Head teacher.
* Attempt to join in conversation or interact with a member of staff on social media. This includes the sending of 'friend' requests and joining social network groups. If this does happen, it must be reported to the DSL (Designated Safeguarding Lead/Headteacher) and the pupils' parents/guardians must be informed.

**Guidance for staff & visitors**

Note – The heading of "Staff" in this policy includes all members of the school staff, volunteers, visitors, governors and contractors.

**Visitors**

* Visitors to the school should refrain from using social media whilst on the school premises and seek guidance from the admin team or Head teacher where necessary.
* Under no circumstances should visitors take, publish or use photographs of children for their personal use.

**Staff personal use**

School staff should:

* Refer to the Wiltshire County Council policy – Personal use of social media by teaching and support staff.
* Refer to the staff hand book regarding the use of school computer equipment for personal use.
* Report to the DSL/Headteacher if they have any communication or interaction with any pupil on social media. The pupils' parents/guardians must be informed.
* Report any inappropriate communications involving children on social media to the DSL/Headteacher.
* Be advised to set their privacy settings to the highest possible level for their personal social media accounts.
* Never use social media in a way that could embarrass or detrimentally affect the reputation of the school in any way.
* Never use their personal social media accounts to send school material or messages.
* Never use, take or publish pictures of pupils for their personal use.

NOTE – Where there are connections between staff and pupils outside of the school i.e. parents in the same social circle or related in any way, this should be openly acknowledged with the Head teacher.

**School use of social media**

The school will use social media for many different purposes:

* Relaying information to parents, guardians and teachers.
* Organising, scheduling and advertising events.
* Advertising the school in a fun and positive way.
* Marketing – New families/pupils.
* Connecting with the local community.
* Increasing the online presence of the school.

**CONTENT**

The content of the schools' social media accounts is controlled by the Admin Officer. This is set, so that they have all administrative rights to the accounts. We operate an ONLY ADMIN CAN POST policy. This means the main content can only be added by admin and they can remove and edit content as they deem necessary. This is monitored by the governor for social media and the Headteacher. The content is regularly discussed and reviewed at least once a term.

The content of the schools' social media should:

* Always be FUN and/or INFORMATIVE.
* Knowingly accurate.
* Follow the guidelines set out in this policy.
* Follow the school code of conduct.
* Only include pictures of children whose parents/guardians have given authorisation via the social media form. This **MUST** be done in writing.

The content of the schools' social media should not:

* Be used in any way that may bring the school into disrepute.
* Include any illegal material, including material of a sexual or offensive nature.
* Not be used for personal financial gain in any way.
* Contain the full or part names of any pupils unless permission is given by the Headteacher and the parents/guardians. This would be for exceptional circumstances only.

If there is content on any of the schools' social media platforms that is found to be inaccurate or seen to be in breach of any school policy, the following actions are to be followed:

* Where applicable, the information must be edited so that it is correct. Where necessary an apology made and the edit highlighted. Normally a comment will help resolve the situation. If the information is not able to be edited, then the post, picture or comment must be deleted immediately.
* If a post or comment is made and the content is deemed to breach the guidelines in this policy, it must be removed immediately. This must be reported to the Headteacher as soon as possible.
* If content is seen to be a safeguarding risk, it **must** be removed immediately and the DSL or DDSL must be informed immediately. Then the procedures in the safeguarding and child protection policy must be followed.

DESIGNATED SAFEGUARDING LEAD (DSL)

* + - * KAY VOUSDEN (Headteacher)

DEPUTY DESIGNATED SAFEGUARDING LEADS (DDSL)

* + - * ROS HUTCHINS (Hercules Class teacher)
      * JAMES OSLER (Pheonix Class teacher & Deputy Head)

**USING THE SCHOOL’S SOCIAL MEDIA**

Users of the school social media sites should:

* Use it in a positive, fun and/or informative manner.
* Adhere to the guidelines in this policy.
* Always demonstrate courtesy and respect for others.
* Use appropriate language.
* Direct any issues or concerns on school matters to a member of Staff, the Headteacher, or Governor rather than posting them on social media.
* Report to the school immediately, any content that they think is not deemed to be appropriate, correct or that could damage the reputation of the school.

Users of the school' social media sites should not:

* Make derogatory comments about the school, pupils, staff, parents/guardians, governors or the local authority.
* Post comments, images/video that could bring the school or its staff into disrepute.
* Post images of pupils/any children on any of the social media sites.

**NON-COMPLIANCE WITH THIS POLICY**

As a Church of England primary school, we hope that people understand that there is a certain high expectation of them whilst they are using and interacting with the schools' social media sites. If the guidelines that are set out in this policy are not followed and the content of peoples' posts is found to be inappropriate:

* The content will be removed with no prior warning.
* The person/s who have not complied, will be blocked from the schools' social media sites (without warning). A record of the content and parties involved will be passed to the Headteacher. A follow up conversation or meeting must take place. If the situation is resolvable, the block can be removed with the permission of the Headteacher.

**PHOTOGRAPHY AND IMAGES RELATED TO SOCIAL MEDIA**

The use of images in social media is very important, but these guidelines should be followed at all times.

Under NO circumstances should staff use their personal equipment to take pictures or video of pupils at or on behalf of the school.

Staff should:

* Ensure that the pictures/videos used on social media DO NOT contain recognisable images of children that they do not have permission for, (via the social media authorisation agreement). This **must** have been returned in writing to the admin team.
* Only use school equipment to take photos of children.
* Always ensure the children are appropriately dressed.
* Encourage the children to tell us if they are worried about any pictures/video that are being taken of them.
* Only retain images when there is a clear and agreed purpose for doing so and be able to justify images of children in their possession.
* Store images in an appropriately secure place in the school.

Staff should not:

* Take images of children in one to one situations.
* Take images of children for their personal use.
* Take images of children in toilets, bathrooms or changing areas.

During events where parents/guardians are authorised to take images of pupils and staff, a statement from a member of the SLT should be read and include that these images are not to be shared on social media by them.

**CYBERBULLYING**

No form of bullying is acceptable in school. This extends to the school’s social media and networking platforms.

Cyberbullying/online bullying can be defined as:

* The use of modern technology to send, post or share negative, false, harmful or mean content to gain power or control over another person.

Cyberbullying, of any kind is to be reported to the admin team and headteacher as soon as possible. This will be dealt with by using the schools bullying policy and the code of conduct.

Any user of the schools' social media sites, that is found to be involved in any type of cyberbullying will be blocked from the site immediately, without warning.

**REVIEW**

This policy will be reviewed annually.

Langley Fitzurse School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

This school aims to be part of the wider community through fostering Christian values, and the development of spirituality through reflection to enhance relationships.

*Approved by the Full Governing Body on 1 February 2018*