Croughton All Saints CE Primary School

Social Media Policy

DATE: January 2024

Be Ready, Be Respectful, Be Safe – To believe, achieve, succeed together'.

This is firmly rooted in Christian values. We look to Jesus as our guiding light. He inspires us to live out our Christian values and strive for excellence in all we do; celebrating life in all its fullness. Jesus said 'I have come that you may have life in all its fullness' (John 10:10). He calls us to a full life in mind, body, heart and spirit.

Reviewed by	Approved by	Date Approved	Next Review Date
L. Davis Computing Lead S.Smith Headteacher	FGB	Jan 2024	Jan 2026

Social Media Policy

Rationale

The widespread availability and use of social media applications bring opportunities to understand, engage, and communicate in new and exciting ways. It is important that we are able to use these technologies and services effectively and flexibly. However, it is also important to ensure that we balance this with our duties to our school, the community, our legal responsibilities and our reputation.

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. They apply to all members of staff at the school. The purpose of the policy is to:

• safeguard all children;

• protect the school from legal risks;

• ensure that the reputation of the school, its staff and governors are protected;

• ensure that any users are able clearly to distinguish where information provided via social media is legitimately representative of the school.

Definitions and Scope

Social networking applications include, but are not limited to: blogs, online discussion forums, collaborative spaces, media sharing services, 'microblogging' applications, and online gaming environments. Examples include Twitter, Facebook, Tik Tok, Instagram, YouTube, Flickr, Xbox Live, Blogger, Tumblr, Last.fm, and comment streams on public websites, such as newspaper sites and organisations such as NCETM. Many of the principles of this policy also apply to other types of online presence such as virtual worlds.

All members of staff 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. They must also operate in line with the school's Equalities, Child Protection and ICT Acceptable Use Policies.

Within this policy, there is a distinction between use of school-sanctioned social media for professional educational purposes, and the personal use of social media.

Use of Social Media in practice
Personal use of social media

1. Currently Croughton School has a school Facebook platform and WhatsApp group for the PTA. There is also a staff Whatsapp group for communication regarding important information.
   - Any school social media passwords would be kept securely by the Headteacher. The passwords must never be shared.
   - Teachers may not access social media during lesson time, unless it is part of a Computing or E Safety lesson.

- All mobile phones will be stored in lockers provided, or out of sight in classrooms if required for medical reasons, turned to silent and not accessed during lessons.
- Office staff mobile phones will be turned to silent and out of sight.
- The use of smart phone technology is not to be used during the lesson time unless it is part of the learning intention.
- Teachers may use social media during their break times in private and away from the pupils.
- Members of staff should not use social media in front of pupils.
- Members of staff must not "friend" or otherwise contact pupils or parents / carers through social media if their only contact with these parents is as a result of their position within the school.
- If pupils or parents / carers attempt to "friend" or otherwise contact members of staff through social media, the Headteacher must be made aware of this relationship. A list will be compiled and stored in the school office.
- Staff will not accept "friend" requests if the relationship is purely staff/parent, and there is no previous or alternative relationship.
- Staff should ensure that they have the highest privacy settings on any social media sites which they use.
- Members of staff should avoid identifying themselves as an employee of Croughton All Saints CE Primary School on social media.
- Members of staff must not post content online which is damaging to the school or any of its staff or pupils.
- Where teachers or members of staff use social media in a personal capacity, they should make it clear that their views are personal.
- Teachers or members of staff must not post any information which could identify a pupil, class or the school.
- Members of staff should not post anonymously or under an alias to evade the guidance given in this policy.
- Breaches of this policy by members of staff will be taken seriously, and in the event of illegal, defamatory or discriminatory content could lead to prosecution, disciplinary action or dismissal.
- Members of staff should be aware that if their out-of-work activity brings the school into disrepute, disciplinary action will be taken.
- If inappropriate content is accessed online, an inappropriate website content report form should be completed and passed on to the Headteacher.
- Attempts to bully, coerce or manipulate members of the school community by teachers and members of staff will be dealt with as a disciplinary matter.

2. School-sanctioned use of social media

There are many legitimate uses of social media within the curriculum and to support student learning. For example, the school has an official parents Facebook account. There are also many possibilities for using social media to enhance and develop students' learning.

When using social media for educational purposes, the following practices must be observed:

• Staff should seek the Headteacher's approval for the setting up of a distinct and dedicated social media site or account for educational purposes. This should be entirely separate from any personal social media accounts held by that member of staff, and should be linked to an official school email account;

• Once set up, the URL and identity of the site must be communicated to the Headteacher or appropriate member of the SMT before access is permitted for students;

• The content of any school-sanctioned social media site should be solely professional and should reflect well on the school;

• Staff must not publish photographs of children without the written consent of parents / carers, identify by name any children featured in photographs, or allow personally identifying information to be published on school social media accounts;

• Care must be taken with any links to external sites from the account are appropriate and safe;

• Any inappropriate comments on or abuse of school-sanctioned social media should immediately be removed and reported to a member of the leadership team;

• Staff should not engage with any direct messaging of students through social media where the message is not public.

Social Media misuse

Children

Any misuse of social media by pupils should be reported to the Headteacher. If there is a safeguarding concern then this must be reported to a DSL. Parents should be informed of all social media misuse at the first available opportunity.

Staff

Any staff misuse of social media should be reported to the Headteacher at the first available opportunity. If the Headteacher is involved with this misuse then this should be reported to the Chair of School Governors. See Croughton All Saints CE Primary School's Whistleblowing Policy for further guidance.

Policy created: October 2018
Reviewed: January 2024
Next review date: January 2026