St Edmundsbury and Ipswich
Diocesan Multi Academy Trust

Long Melford CE Primary School

Social Media Policy

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Approved by the Committee/Governing body	*LGB – Long Melford CE Primary School*
Signature of Chair of Governors	
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SOCIAL MEDIA POLICY
Introduction to the Policy

Long Melford Church of England Primary School is aware and acknowledges that increasing numbers of adults and children are using social networking sites. Some with the widest use are Instagram, Facebook and Twitter.
The widespread availability and use of social networking application bring opportunities to understand, engage and communicate with audiences in new 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 reputation.
This policy and associated guidance is to protect staff and advise school leadership on how to deal with potential inappropriate use of social networking sites.
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.

Purpose
The purpose of this policy is to ensure:

- That the school is not exposed to legal risks
- That the reputation of the school is not adversely affected
- That our users are able to clearly distinguish where information provided via social networking applications is legitimately representative of the school.

Facebook is targeted at older teenagers and adults. They have a no under 13 registration policy and recommend parental guidance for 13 to 16 year olds.
The following are extract is from Facebook privacy policy:
"*If you are under age 13, please do not attempt to register for Facebook or provide any personal information about yourself to us. If we learn that we have collected personal information from a child under age 13, we will delete that information as quickly as possible. If you believe that we might have any information from a child under age 13, please contact us*" July 2019

SCOPE

This policy covers the use of social networking applications by all school stakeholders, including, employees, Governors and pupils. These groups are referred to collectively as 'school representatives' for brevity.
The requirements of this policy apply to all uses of social networking applications which are used for any school related purpose and regardless of whether the School representatives are contributing in an official capacity to social networking applications provided by external organisations.
Social networking applications include, but are not limited to:

- Blogs, for example Blogger
- Online discussion forums, such as netmums.com
- Collaborative spaces, such as Facebook
- Media sharing services, for example YouTube
- 'Micro-blogging' applications, for example Twitter

All school representatives 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 Equality and Diversity Policy.

Use of Social networking sites in worktime
Use of social networking applications in work time for personal use only is not permitted, unless permission has been given by the Head teacher.

Social Networking as part of School Service
All proposals for using social networking applications as part of a school service (whether they are hosted by the school or by a third party) must be approved by the Head teacher or a member of the SMT first.

Use of social networking applications which are not related to any school services (for example, contributing to a wiki provided by a professional association) does not need to be approved by the Head teacher. However, school representatives must still operate in line with the requirements set out within the policy.

School representatives must adhere to the following Terms of Use. The Terms of Use below apply to all uses of social networking applications by all school representatives. This includes, but is not limited to, public facing applications such as open discussion forums and internally-facing uses such as project blogs regardless of whether they are hosted on school network or not.

Where applications allow the posting of messages online, users must be mindful that the right to freedom of expression attaches only to lawful conduct. Long Melford CE Primary & Nursery School expects that users of social networking applications will always exercise the right of freedom of expression with due consideration for the rights of others and strictly in accordance with these Terms of Use.

Terms of Use

Social Networking applications:

- Must not be used to publish any content which may result in actions for defamation, discrimination, breaches of copyright, data protection or other claim for damages. This includes but is not limited to material of an illegal, sexual or offensive nature that may bring the school into disrepute.
- Must not be used for the promotion of personal financial interests, commercial ventures or personal campaigns
- Must not be used in an abusive or hateful manner
- Must not be used for actions that would put school representatives in breach of school codes of conduct or policies relating to staff.
- Must not breach the school's misconduct, equal opportunities or bullying and harassment policies
- Must not be used to discuss or advise any matters relating to school matters, staff, pupils or parents
- No staff member should have a pupil or former pupil under the age of 18 as a 'friend' to share information with
- Employees should not identify themselves as a representative of the school
- References should not be made to any staff member, pupil, parent or school activity / event unless prior permission has been obtained and agreed with the Head Teacher

- Staff should be aware that if their out-of-work activity causes potential embarrassment for the employer or detrimentally effects the employer's reputation then the employer is entitled to take disciplinary action.

Violation of this policy will be considered as gross misconduct and can result in disciplinary action being taken against the employee up to and including termination of employment

Guidance/protection for staff on using social networking

- No member of staff should interact with any pupil in the school on social networking sites
- No member of staff should interact with any ex-pupil in the school on social networking sites who is under the age of 18
- This means that no member of the school staff should request access to a pupil's area on the social networking site. Neither should they permit the pupil access to the staff members' area e.g. by accepting them as a friend.
- Where family and friends have pupils in school and there are legitimate family links, please inform the head teacher in writing. However, it would not be appropriate to network during the working day on school equipment
- It is illegal for an adult to network, giving their age and status as a child
- If you have any evidence of pupils or adults using social networking sites in the working day, please contact the named Child Protection person in school

Guidance/protection for Pupils on using social networking

- No pupil under 13 should be accessing social networking sites. This is the guidance from Facebook. There is a mechanism on Facebook where pupils can be reported via the Help screen; at the time of time of writing this policy the direct link for this is: http://www.facebook.com/help/contact.php?show_form=underage
- No pupil may access social networking sites during the school working day
- All pupil mobile phones must be handed into the office at the beginning of the school day, the Internet capability must be switched off. 0
- No pupil should attempt to join a staff member's areas on networking sites. If pupils attempt to do this, the member of staff is to inform the Head teacher. Parents will be informed if this happens
- No school computers are to be used to access social networking sites at any time of day unless for direct school use (posting school information of the school Facebook page.)
- Any attempts to breach firewalls will result in a ban from using school ICT equipment other than with close supervision
- Please report any improper contact or cyber bullying to the class teacher in confidence as soon as it happens.
- We have a zero tolerance to cyber bullying

Child protection guidance

If the head teacher receives a disclosure that an adult employed by the school is using a social networking site in an inappropriate manner as detailed above they should:

- Record the disclosure in line with their child protection policy
- Schools must refer the matter to the LADO who will investigate via Suffolk County Council Police Child Protection Team.

- If the disclosure has come from a parent, take normal steps to reassure the parent and explain processes
- If disclosure comes from a member of staff, try to maintain confidentiality
- The LADO will advise whether the member of staff should be suspended pending investigation after contact with the police. It is not recommended that action is taken until advice has been given.
- If disclosure is from a child, follow your normal process in your child protection policy until the police investigation has been carried out

Cyber Bullying

By adopting the recommended no use of social networking sites on school premises, Long Melford CE Primary & Nursery School protects themselves from accusations of complicity in any cyber bullying through the provision of access.
Parents should be clearly aware of the school's policy of access to social networking sites.
Where a disclosure of bullying is made, schools now have the duty to investigate and protect, even where the bullying originates outside the school.
This can be a complex area, and these examples might help:

- A child is receiving taunts on Facebook and text from an ex pupil who moved three months ago: This is not a school responsibility, though the school might contact the new school to broker a resolution.
- A child is receiving taunts from peers. It is all at weekends using Facebook or texts. The pupils are in the school: The school has a duty of care to investigate and work with the families, as they attend the school.
- A child is receiving taunts from peers. It is all at weekends using Facebook. The pupils are in Y5: This is the tricky one. The school has a duty of care to investigate and work with the families, as they attend the school. However, they are also fully within their rights to warn all the parents (including the victim) that they are condoning the use of Facebook outside the terms and conditions of the site and that they are expected to ensure that use of the site stops. At any further referral to the school, the school could legitimately say that the victims and perpetrators had failed to follow the school's recommendation. They could then deal with residual bullying in the school, but refuse to deal with the social networking issues.
- Once disclosure is made, investigation will have to involve the families. This should be dealt with under the school's adopted anti bullying policy.
- If parent / carers refuse to engage and bullying continues, it can be referred to the police as harassment
- This guidance can also apply to text and mobile phone cyber bullying.
- If a parent/carer is making threats on-line against a member of school staff – this is counted as bullying. The member of staff must inform the Headteacher immediately and the parent/carer spoken to. Should the situation not be resolved, the police and LA should be informed.

Official Use of Social Media

Long Melford CE Primary and Nursery School official social media channels are a facebook account (Long Melford C.E. Primary School) and a twitter account (@LongMelfordSch):

- The official use of social media sites only takes place with clear educational or community engagement objectives, with specific intended outcomes.

- The official use of social media as a communication tool has been formally risk assessed and approved by the headteacher.
- Leadership staff have access to account information and login details for our social media channels, in case of emergency, such as staff absence.
- Official social media channels have been set up as distinct and dedicated social media sites or accounts for educational or engagement purposes only.
- Staff use school provided email addresses to register for and manage any official social media channels.
- Official social media sites are suitably protected and linked to our website.
- Public communications on behalf of the school will, where appropriate and possible, be read and agreed by at least one other colleague.
- Official social media use will be conducted in line with existing policies, including: antibullying, image/camera use, data protection, confidentiality and child protection. o All communication on official social media platforms will be clear, transparent and open to scrutiny.
- Parents/carers and learners will be informed of any official social media use, along with expectations for safe use and action taken to safeguard the community.
- Only social media tools which have been risk assessed and approved as suitable for educational purposes will be used.
- Parents and carers will be informed of any official social media use with learners; written parental consent will be obtained, as required.
- We will ensure that any official social media use does not exclude members of the community who are unable or unwilling to use social media channels.

Staff expectations

Members of staff who follow and/or like our official social media channels will be advised to use dedicated professionals accounts, where possible, to avoid blurring professional boundaries.

If members of staff are participating in online social media activity as part of their capacity as an employee of the school, they will:

- Sign our social media acceptable use policy.
- Always be professional and aware they are an ambassador for the school.
- Disclose their official role but make it clear that they do not necessarily speak on behalf of the school.
- Always be responsible, credible, fair and honest, and consider how the information being published could be perceived or shared.
- Always act within the legal frameworks they would adhere to within the workplace, including: libel, defamation, confidentiality, copyright, data protection and equalities laws.
- Ensure that they have appropriate consent before sharing images on the official social media channel.
- Not disclose information, make commitments or engage in activities on behalf of the school, unless they are authorised to do so.
- Not engage with any direct or private messaging with current, or past, learners, parents and carers.
- Inform their line manager, the DSL (or deputies) and/or the headteacher of any concerns, such as criticism, inappropriate content or contact from learners.

Use of Personal Devices and Mobile Phones

Long Melford CE Primary and Nursery School recognises that personal communication through mobile technologies is an accepted part of everyday life for pupils, staff and parents/carers, but technologies need to be used safely and appropriately within the school.

Expectations

- All use of personal devices (including but not limited to; tablets, games consoles and 'smart' watches) and mobile phones will take place in accordance with the law and other appropriate policies, such as anti-bullying, behaviour and child protection.
- Electronic devices of any kind that are brought onto site are the responsibility of the user.
- All members of Long Melford CE Primary and Nursery School community are advised to take steps to protect their mobile phones or devices from loss, theft or damage; we accept no responsibility for the loss, theft or damage of such items on our premises.
- All members of Long Melford CE Primary and Nursery School community are advised to use passwords/pin numbers to ensure that unauthorised calls or actions cannot be made on their phones or devices; passwords and pin numbers should be kept confidential and mobile phones and personal devices should not be shared.
- Mobile phones and personal devices are not permitted to be used in specific areas within the site such as EYFS areas, changing rooms and student toilets.
- The sending of abusive or inappropriate messages or content via mobile phones or personal devices is forbidden by any member of the community; any breaches will be dealt with as part of our behaviour policy.
- All members of Long Melford CE Primary and Nursery School are advised to ensure that their mobile phones and personal devices do not contain any content which may be offensive, derogatory or would otherwise contravene our behaviour or child protection policies.

Staff Use of Personal Devices and Mobile Phones

- Members of staff will ensure that use of personal phones and devices takes place in accordance with the law, as well as, relevant policy and procedures, such as: confidentiality, child protection, data security and acceptable use.
- Staff will be advised to:
    - Keep mobile phones and personal devices in a safe and secure place during lesson time.
    - Keep mobile phones and personal devices switched off or switched to 'silent' mode during lesson times.
    - Ensure that Bluetooth or other forms of communication (such as 'airdrop') are hidden or disabled during lesson times.
    - Not use personal devices during teaching periods, unless written permission has been given by the headteacher, such as in emergency circumstances.
    - Ensure that any content bought onto site via mobile phones and personal devices are compatible with their professional role and expectations.
- Members of staff are not permitted to use their own personal phones or devices for contacting pupils or parents and carers.
    - Any pre-existing relationships, which could undermine this, will be discussed with the DSL (or deputies) and/or headteacher.
- Staff will not use personal devices:
    - To take photos or videos of learners and will only use work-provided equipment for this purpose.

    - Directly with learners and will only use work-provided equipment during lessons or educational activities.
- If a member of staff breaches our policy, action will be taken in line with our code of conduct/staff behaviour and allegations policy
    - If a member of staff is thought to have illegal content saved or stored on a mobile phone or personal device or have committed a criminal offence, the police will be contacted.