



# SOCIAL MEDIA POLICY

Approved On:	12 <sup>th</sup> July 2022
Staff:	Computing Lead
Notes:	Non-Statutory School Choice Review every 3 years
<b>Next Review Date:</b>	<b>Summer 2025</b>

**Headteacher: Mrs Kate Collins**

a member of



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## Statement of Intent

Sandfield Primary School understands that social media is a growing part of life outside of school. We have established SEESAW across the school as a learning resource and as a vital engagement tool between school and home. It is an incredibly effective and beneficial way of engaging and communicating with children, parents/carers and the wider school community to share information rapidly. By keeping information updated and accurate we hope the school community will come to the SEESAW app as a resource to find out what is going on at school.

On our SEESAW class feed, we will:

- Share what's happening – each year group teacher will endeavour to make a post on a weekly basis
- Share upcoming events
- Share photos
- Share videos of pupil work
- Share links to useful websites
- Use Polls - to solicit feedback, quickly collect data that can help inform decision making
- Make school announcements without replacing other forms of communication, such as email and text messages (if urgent)

We are committed to:

- Encouraging the responsible use of social media in support of the Sandfield Primary School's mission, values and objectives.
- Protecting our pupils from the dangers of social media.
- Preventing and avoiding damage to the reputation of the school through irresponsible use of social media.
- Protecting our staff from cyber bullying and potentially career damaging behaviour.
- Working in partnership with our school community to ensure the use of social media improves communication and engagement with our parents and carers and ultimately improves outcomes of our pupils
- Arranging online safety workshops for parents.

### 1. Key roles and responsibilities

- 1.1. The Local Governing Body (LGB) has overall responsibility for the implementation of the Social Media Policy and procedures of Sandfield Primary School.
- 1.2. The LGB has responsibility for ensuring that the Social Media Policy, as written, does not discriminate on any grounds, including but not limited to: ethnicity / national origin, culture, religion, gender, age, disability or sexual orientation.
- 1.3. The LGB has responsibility for handling complaints regarding this policy as outlined in the school's Complaints Policy.
- 1.4. The Headteacher will be responsible for the day-to-day implementation and management of the Social Media Policy and procedures of Sandfield Primary School.
- 1.5. Staff, including teachers, support staff, governors and volunteers, will be responsible for following the Social Media Policy and for ensuring pupils do so also. They will also be responsible for ensuring the policy is implemented fairly and consistently in the classroom.
- 1.6. Parents and carers will be expected to take responsibility for the social media habits of their child / children at home.
- 1.7. Parents and carers will be expected to promote safe social media behaviour.

## 2. Definitions

- 2.1. Sandfield Primary School defines “social media” as any online platform that offers real-time interaction between the user and other individuals or groups including but not limited to:
  - Blogs.
  - Online discussion forums, such as netmums.com.
  - Collaborative spaces, such as Facebook.
  - Media sharing services, such as YouTube.
  - ‘Micro-blogging’ applications, such as Twitter.
- 2.2. Sandfield Primary School defines “cyber bullying” as any use of social media or communication technology to bully an individual or group.
- 2.3. Sandfield Primary School defines “members of the school community” as any teacher, member of support staff, pupil, parent or carer of a pupil, governor or ex-pupil.

## 3. Training of staff

- 3.1. At Sandfield Primary School, we recognise that early intervention can protect pupils who may be at risk of cyber bullying or negative social media behaviour. As such, teachers will receive training in identifying potentially at-risk pupils.
- 3.2. Teachers and support staff will receive training on the Social Media Policy as part of their new starter induction.
- 3.3. Teachers and support staff will receive regular and ongoing training as part of their development.

## 4. Pupil expectations

- 4.1. Pupils are responsible for following the school rules and will be expected to follow requests from teachers.

## 5. Social media use – staff

Currently Sandfield Primary School uses a private education app - SEESAW - to communicate with parents, carers and governors

- 5.1. Any school social media passwords would be kept securely by the Computing Subject lead. The passwords must never be shared.
- 5.2. Teachers may not access any other social media during lesson time, unless it is part of an Online Safety lesson.
- 5.3. The use of smart phone technology is not to be used during the lesson time unless it is part of the learning objective.
- 5.4. Teachers may use their own personal social media during their break times in private and away from the pupils.
- 5.5. Members of staff and school visitors should not use social media in front of pupils.
- 5.6. Members of staff **must not** “friend” or otherwise contact pupils or parents and carers through social media if their only contact with these parents is as a result of their position within the school.
- 5.7. If pupils or parents and carers attempt to “friend” or otherwise contact members of staff through social media, the Headteacher must be made aware of this relationship.
- 5.8. Staff will not accept “friend” requests if the relationship arises solely from their status as staff or governor of Sandfield Primary School.
- 5.9. Staff should ensure that they have the highest privacy settings on any social media sites which they use.

- 5.10. Members of staff should avoid identifying themselves as an employee of Sandfield Primary School on social media.
- 5.11. Members of staff **must not** post content online which is damaging to the school or any of its staff or pupils.
- 5.12. Where teachers or members of staff use social media in a personal capacity, they should make it clear that their views are personal.
- 5.13. Teachers or members of staff must not post any information which could identify a pupil, class or the school.
- 5.14. Members of staff should not post anonymously or under an alias to evade the guidance given in this policy.
- 5.15. 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.
- 5.16. Members of staff should be aware that if their out-of-work activity brings the school into disrepute, disciplinary action will be taken.
- 5.17. If inappropriate content is accessed online, a report should be made to the Headteacher.
- 5.18. 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.

## **6. Social Media Use – pupils and parents and carers**

- 6.1. Pupils may not access social media outside of the education app SEESAW during lesson time, unless it is part of a curriculum activity.
- 6.2. Breaches of this policy by pupils will be taken seriously, and in the event of illegal, defamatory or discriminatory content could lead to prosecution, or exclusion.
- 6.3. Pupils and parents and carers **must not** attempt to “friend” or otherwise contact members of staff through social media. If attempts to contact members of staff through social media are made, the Headteacher must be made aware of this relationship.
- 6.4. Staff will not accept “friend” requests if the relationship is purely staff/parent, and there is no previous or alternative relationship.
- 6.5. If members of staff attempt to “friend” or otherwise contact pupils or parents and carers through social media, they should be reported to the Headteacher.
- 6.6. Pupils and parents and carers should not post anonymously or under an alias to evade the guidance given in this policy.
- 6.7. Pupils and parents and carers **must not** post content online which is damaging to the school or any of its staff or pupils.
- 6.8. Sandfield Primary School does not support pupils signing up to social media sites that have an age restriction above the pupil’s age.
- 6.9. If inappropriate content is accessed online on school premises, it **must** be reported to a teacher.
- 6.10. Parents must not post pictures of other pupils on social media sites.
- 6.11. It is not permitted to transmit electronically any child’s image without their parents’ express permission.

- 6.12. Parents should make complaints through official school channels rather than posting them on social networking sites.
- 6.13. Parents **must not** post malicious or fictitious comments on social networking sites about any member of the school community.
- 6.14. If at any time the Headteacher feels that comments on the school Facebook group are threatening, abusive or insulting or cause, or are likely to cause, another person harassment, alarm or distress, those comments will be deleted (after a screenshot is taken) and the person responsible will be blocked at the Headteacher's discretion. Any comments that pose a credible threat of violence, breach a court order or constitute stalking or harassment will result in the school making a report to the relevant authorities and could result in prosecution.

## 7. Blocked content

- 7.1. Mouselike.org is responsible for maintaining the highest security through vigorous firewall protections.
- 7.2. Attempts to circumvent the network's firewalls will result in a ban from using school computing equipment, other than with close supervision.
- 7.3. Inappropriate content which is accessed on the school computers should be reported to class teacher immediately, and then to the Computing Lead so that the site can be blocked.
- 7.4. Requests may be made to access erroneously blocked content by submitting an email to the Computing Lead.
- 7.5. The final decision of whether access should be granted to a site will be made by the Headteacher.

## 8. Cyber bullying

- 8.1. At Sandfield Primary School, cyber bullying is taken seriously.
- 8.2. Incidents of cyber bullying will be dealt with and reported along the same chain as the Anti-Bullying Policy.
- 8.3. As part of our on-going commitment to the prevention of cyber bullying, regular education and discussion about online safety will take place as part of computing and PSHE.

## 9. Be SMART Online

We encourage pupils to take a SMART approach to social media behaviour:

- **Safe** – Do not give out personal information, or post photos of yourself to people you talk to online. Follow age restriction rules.
- **Meeting** – Do not meet somebody you have only met online. We encourage parents and carers to speak regularly to their children about who they are talking to online.
- **Accepting** – We advise that pupils only accept emails and other forms of communication from people they already know.
- **Reliable** – We teach pupils about the dangers of believing everything they see online.
- **Tell** – We encourage pupils to tell a teacher, parent or carer if they see anything online that makes them feel uncomfortable.