



Social Media Policy 2020 - 2022

Agreed by:	Governing Body	
Review date:	November 2022	

Context

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, students and volunteers at the school.

The purpose of the policy is to:

- protect the school from legal risks;
- ensure that the reputation of the school, its staff and governors is protected;
- safeguard all children;
- 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, Skype, YouTube, Flickr, Xbox Live, Blogger, Tumblr, Yelp, Twitch, and comment streams on public websites such as newspaper sites.

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 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

1. Personal use of social media

School staff will not invite, accept or engage in communications with parents or children from the school community in any personal social media, whilst in employment at Adderley Primary School;

- Any communication received from children on any personal social media sites must be reported to the designated senior leader(s) for Child Protection
- If any member of staff is aware of any inappropriate communications involving any child in any social media, these must immediately be reported as above;
- Members of the school staff are strongly advised to set all privacy settings to the highest possible levels on all personal social media accounts;

- All email communication between staff and members of the school community on school business must be made from an official school email account;
- All emails shall carry a standard disclaimer which highlights that the views contained within are those of the individual and not necessarily the organisation;
- Staff should not use personal email accounts or mobile phones to make contact with members of the school community on school business, nor should any such contact be accepted, except in circumstances given prior approval by the Head Teacher/Deputy Head Teacher;
- Staff should avoid posts or comments that refer to specific, individual matters related to the school and members of its community on any social media accounts. This includes commenting on such posts or 'liking/disliking' them;
- Staff are also advised to consider the reputation of the school in any posts or comments related to the school on any social media accounts/platforms;
- Staff should not accept any current pupil of any age or any ex-pupil of the school under the age of 20 as a friend, follower, subscriber or similar on any personal social media account.

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 Twitter account (@adderleyschool). 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 may not set up social media accounts linked to the school. All accounts may only be set up under the direction and management of the Strategic Leadership Team and with the knowledge and approval of the Head Teacher;
- Staff wishing to publish information on social media (eg tweeting) may request a message to be sent via the network manager who may then only send such communication once agreed by a member of the SLT
- The content of any school-sanctioned social media site should be solely professional and should reflect positively on the school in all communications;
- Staff must not publish photographs of children without the written consent of parents / carers, identify by full name or class any children featured in photographs, or allow personally identifying information to be published on school social media accounts;
- Care must be taken that any links to external sites from the account are appropriate and safe.
- High regard must be made to the child protection register and looked after children, hence why only SLT members (who are DSLs) may authorise the publishing of information online;
- 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 whether publicly or privately.