

Social Media Policy



Social media sites play an important role in the lives of many people, including children. We recognise that social networking can bring many benefits, but there are also potential risks. The aim of this document is to give clarity to the way in which social media sites are to be used by the Four Lanes Junior School community: pupils, staff, parents, carers, governors and other volunteers. All members of the school community should bear in mind that information they share through social media and networks, even if it is on private spaces, is still subject to copyright, data protection and Freedom of Information legislation, the Safeguarding Vulnerable Groups Act 2006, and UK libel and defamation laws.

UNCRC: Article 13 – You have the right to find out things and share what you think with others, by talking, drawing, writing or in any other way unless it harms or offends other people.

Article 16: You have the right to privacy

A. The use of social media sites by pupils

Pupils should not access social networking sites whilst at school. Pupils and parents will be reminded that the use of some social media sites is inappropriate for Primary-aged pupils. A condition of the Acceptable Use Policy is that children will not use social media that has an age restriction that bars them.

B. Use of social media sites by employees in a personal capacity

It is possible that a high proportion of staff will have their own social networking accounts. It is important that they protect their professional reputation, and that of the school by ensuring that they use their personal sites in an appropriate manner.

Staff will be advised as follows:

- That they familiarise themselves with social network sites' privacy settings in order to ensure that information is not automatically shared with a wider audience than intended. It is recommended that, as a minimum, all privacy settings are set to 'friends only'.
 - That they do not conduct or portray themselves, or allow friends to portray them, in a manner which may:
 - Ø Bring the school into disrepute;
 - Ø Lead to valid parental complaints;
 - Ø Be deemed as derogatory towards the school and/or its employees;
 - Ø Be deemed as derogatory towards pupils, parents/carers or governors
 - Ø Bring into question their appropriateness to work with children
 - Ø Contravene current National Teacher Standards
- That they do not form online friendships or enter into communication with parents/carers as this could lead to professional relationships being compromised.
- That they do not form online friendships or enter into online communication with pupils as this could lead to professional relationships being compromised, and/or safeguarding allegations being raised.
 - That they should not post pictures or negative comments about school events.
 - Staff should not be members of any private year group discussion groups run by parents.

Inappropriate use by employees should be referred to the Headteacher in the first instance. If use of social media/networking sites contravenes this policy, staff may be subject to disciplinary action.

C. Creation and use of social media accounts by school staff for use in education

All social media services must be approved by the Headteacher in advance of any educational work being undertaken.

1. Parents are asked to sign a photo consent form when the child enters the school. This includes the use of social media sites. The form is valid for five years from the date it is signed. The consent will automatically expire after this time.
2. We will not re-use any photographs or recordings beyond one year after the child leaves this school.

3. We will not use the personal details or full names (which means first name **and** surname) of any child or adult in a photographic image on video.
4. If we name a pupil in the text, we will not use a photograph of that child to accompany the article.
5. We will not include personal e-mail or postal addresses, or telephone or fax numbers on video, on our website, Facebook or in our school prospectus or in other printed publications.
6. We may include pictures of pupils and teachers that have been drawn by the pupils.
7. We may use group or class photographs or footage with very general labels, such as “a science lesson” or “making Christmas decorations”.
8. We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.

We endeavour to use photos taken at a distance or behind children whenever possible, if posting on social media.

D. Comments posted by parents on social media sites

Parents will be made aware of their responsibilities regarding their use of social media via this policy (in particular when their child joins the school), the school website, letter and school newsletters.

Parents are expected not to post images (photos and videos) of pupils other than their own children on social media sites unless they have the permission of parents of other children pictured. Parents are asked to raise queries, concerns or complaints directly with the school rather than posting them on social media. Parents should not post malicious or fictitious comments on social media sites about any member of the school community.

E. Dealing with incidents of online (cyber) bullying

There are four UK statutes that cover the use of Internet technology in relation to bullying. All cases of online bullying will be dealt with in accordance with the school's Anti-Bullying policy. The school can take action with reference to any incident that takes place outside school hours if it:

- Could have repercussions for the orderly running of the school
- Poses a threat to a member of the school community
- Could adversely affect the reputation of the school, or its employees/governors. Where appropriate, legal action will be taken by the school's governors.

June 2019

To be read in conjunction with:
Computing and on-line safety policy
Staff Code of Conduct
Behaviour Policy