

Market Drayton Infant and Nursery School Social media Policy

Social media and social networking sites will play an important role in the lives of many youngsters. The sites will bring risks but equally there are many benefits to be reaped. There needs to be clarity about how social media should be used by pupils and school staff.

There are 5 key areas:

- A. Use of social networking sites by pupils within school
- B. Use of social networking by staff in a personal capacity
- C. Creation of social network accounts by staff for use in education
- D. Comments posted by parents/carers
- E. Dealing with incidents of online bullying

A. Use of social networking sites by pupils within the school

The school's Acceptable Use Policy (AUP) makes it clear to pupils what use of social media is allowed. Social network sites can be accessed for educational purposes only.

If social media sites are used then a risk assessment should be carried out to determine which tools are appropriate. The e-safety policy states possible sanctions for breaching the policy.

B. Use of social networking by staff in a personal capacity

A high proportion of staff will have their own social networking site accounts. It is important for them to protect their professional reputation by ensuring that they use their personal accounts in an appropriate manner. Guidelines issued to staff include the following:

- Staff must never add pupils as friends in to their personal accounts.
- Staff must not post pictures of school events without the Headteacher's consent
- Staff must not use social networking sites within lesson times/school time/using school equipment
- Staff need to use social networking in a way that does not conflict with the Code of conduct/Teachers Standards (Sept 2012)
- Staff should review and adjust their privacy settings to give them the appropriate level of privacy
- Staff must not make negative posts about the school, pupils or colleagues
- Staff should read and comply with 'Guidance for safer working practice for adults who work with children and young people'

- Staff should consider very carefully about whether they have parents as 'friends' on any social networking site as this may compromise their them as professionals and conflict with the Code of conduct

Inappropriate use by staff should be referred to the Headteacher or LADO (Local Authority Designated Officer).

C. Creation of social network accounts by staff for use in education

There may be times when a school leader or member of staff wishes to create a social networking site profile/page for use in a professional capacity (eg a school facebook page, a blog about a school event, a class twitter account).

Staff should be given appropriate guidelines in creating and maintaining such an account. Such guidelines should include:

- All social media services must be approved by the Headteacher in advance of any work being undertaken.
- A risk assessment should be carried out
- Passwords should be complex (ie 8 or more characters including uppercase, lowercase, numbers and symbols) and changed every eight weeks.
- Administrator email addresses should be e-mail accounts provided by the school and not personal email accounts
- Social media services must not be used to publish any content which may result in actions for defamation, discrimination, breaches of copyright, data protection or other claims for damages.
- Social media services must not be used for the promotion of personal financial interest, commercial ventures or personal campaigns.
- Social media services must not be used for actions that would put school staff in breach of school codes of conduct or policies.
- Social media services must not breach the school's equality and diversity policies
- Staff should not use the account to enter into direct communication with pupils that would breach 'Guidance for safer working practice for adults who work with children and young people'
- The social media site should be used purely for educational purposes and not personal purposes.
- Photos of pupils should not be posted unless permission has been gained from parents/carers
- Surnames of pupils should never be published

D. Comments posted by parents/carers

Parents and carers should be made aware of their responsibilities regarding their use social networking:

- Parents should not post pictures of pupils other than their own children on social networking sites
- Parents are encouraged to make complaints through official school channels rather than posting on social network sites
- Parents should not post malicious or fictitious comments on social networking sites about any member of the school community.

E. Dealing with bullying

The schools e-safety policy and/or anti-bullying policy should make sanctions regarding to bullying using new technologies clear.

Page 5 of 'Behaviour and discipline in schools' indicates that the school can take action against incidents that happen outside school if it

- could have repercussions for the orderly running of the school or
- poses a threat to another pupil or member of the public or
- could adversely affect the reputation of the school

Use of social networking sites to harass, bully or intimidate would be covered by this irrespective of when/where the post was made.

Social Media Risk assessment:

Name of social media:

Purpose of use:

Year groups to be allowed access:

	Risk	Pupils at risk	Potential methods to minimise risks	Existing measures to prevent access
Is there an Age restriction?				
Do pupils have to 'sign up'?				
Does the site have privacy settings?				
Can the site be moderated by the school?				
Is the site moderated by the owners?				
Is there a file upload facility?				
Are any site advertisements appropriate?				
Does the site allow direct contact between users				

Authorisation:

Date: