



Policy Header

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"Growing together at the heart of God's community"



Trust Prayer:

*We thank you, God of Love, for the gift of children,
bless the work of our Trust, that in all we do
young people may grow in wisdom and stature,
and so come
to know you,
to love you
and to serve you,
as Jesus did.*

*We make our prayer in his name who is God
with you and the Holy Spirit, now and for ever.*

Social Media Policy

Opening Statement

When we are thinking about social networking, a common sense approach should be taken. As such, underlying safeguarding principles and basic manners in how we communicate with people must be adhered to. If it is right and proper to be courteous, discrete and professional when communicating with people in person (inside or outside of school) then the same rules should apply when typing anything into a computer/communication device. Likewise, if the rules to keep children safe and the sharing of information protocols within school are important when dealing face to face with people, the same principles should again apply when posting anything onto the World Wide Web. Indeed the influence, power and vulnerability of Social Networking heightens the need for staff, and parents and carers, to think through their actions even more carefully to avoid any areas of potential exploitation from others.

Policy Statement:

The purpose of this policy is to set out Glazebury C of E's recommendations and requirements for the use of social networking media by its employees. In doing so, Glazebury C of E seek to achieve an appropriate balance in the use of social networks by staff as private individuals, but also as employees and educators, with professional reputations and careers to maintain, and contractual and legislative requirements to adhere to. Whilst we do not wish to discourage staff from using such sites on the Internet in their personal time, we do expect certain standards of conduct to be observed in order to protect our school and its reputation, and also to protect staff from the dangers of inappropriate use. Current GDPR (2017) rules will also provide more relevant guidance when considering aspects of this policy. We are also ensuring guidance recommended by the Liverpool Diocese School Trust (LDST) aligns with the information provided. (See Appendix 1)

Eligibility:

This policy largely relates to the use of social networking applications by school staff in their own personal time, using their own ICT equipment. The term 'employee' or 'staff' covers all employees/staff of Glazebury C of E Primary School, including casual staff and agency employees. Where individuals from partner organisations are involved in acting on behalf of the School, they will also be expected to comply with this Policy.

Social networking applications include, but are not limited to:

- Social Networking (e.g. Facebook, MySpace, Bebo)
- Media sharing services, for example You Tube
- Micro-blogging applications (e.g. Twitter, Yammer etc.)
- Online discussion forums and opinion sites (e.g. Ning)

- Blogs (e.g. Blogger, LiveJournal, Xanga)

Exceptions:

This policy specifically addresses the use of social networking sites by school staff. Pupil use of these sites using the school network is covered in separate guidance.

Responsibility & Accountability

Headteacher/Senior Leaders:

- Should ensure that all existing and new staff are familiar with this policy and its relationship to the school's standards, policies and guidance on the use of ICT.
- Should provide opportunities to discuss appropriate social networking use by staff on a regular basis, and ensure that any queries raised are resolved swiftly.
- Must ensure that any allegations raised in respect of access to social networking sites are investigated promptly and appropriately, in accordance with the LDST and School's Disciplinary Procedure , Code of Conduct & Disciplinary Rules.

Employees:

- Should ensure that they are familiar with the contents of this policy and its relationship to Glazebury C E's standards, policies and guidance on the use of current computing technology and devices.
- Should raise any queries or areas of concern they have relating to the use of social networking sites and interpretation of this Policy, with their line manager in the first instance.
- Must comply with this policy where specific activities/conduct is prohibited.

LDST and Human resources:

- Will support the head teacher and line managers on the application of this Policy.

Governors:

- Will review this policy and its application on a regular basis.
- Should ensure that their own conduct is in line with that expected of staff, as outlined in this policy.

Recommendations & Requirements for the Use of Online Social Networks

Working in an educational setting with young people, members of staff have a professional persona to uphold, and how individuals conduct themselves online, helps to determine this image.

Internet access outside of school:

Connecting school ICT equipment to home networks is permitted (wired or wireless). This should be activated by either an Ethernet cable from a router or a Wi-Fi connection. You must not connect by installing proprietary software e.g. Service provider software on a CD or download. You must ensure that your home Wi-Fi connection has the appropriate security encryption, at least WAP2. If you have to enter a password to access your home Wi-Fi, then it's likely the system is already in place.

Friends/Befriending:

One of the functions of social networks is the ability to "friend" others, creating a group of individuals who share personal news and /or interests. Glazebury CE Primary School prohibits staff from accepting invitations to "friend" **pupils, or pupil's family members/friends**. When considering accepting requests from ex-pupils or families, the child should have **legally left full-time education**

Staff must not initiate friendships with pupils, or pupils' family members/friends, under any circumstances. Staff who maintain social networking friendships with work colleagues, are required to adhere to the requirements below relating to content of interactions.

Content of interactions:

- Staff must not make reference on social networking sites to the school, its employees, pupils, and their families. If staff adhere to this recommendation then the personal content of an individual's social networking memberships is unlikely to be of concern to the school. If employment at the school is referred to, then the information posted would need to comply with the conditions set out below.
- Any references made to the school, its employees, pupils and their families, should comply with the school's policies and practices on conduct/misconduct, equal opportunities, and bullying and harassment.
- Staff **must not** post information on a social networking site which is confidential to our school, its employees, its pupils or their families – including names of pupils and/or families. Staff must not post entries onto social networking sites which are derogatory, defamatory, discriminatory or offensive in any way, or which have the potential to bring Glazebury C of E into disrepute.
- Staff should not use the school logo on their own personal social networking accounts, and should not post any photographic images that include pupils. Photographs of members of staff should not be posted without their consent.
- Staff must not download copyrighted or confidential information.
- Staff must not express personal views which could be misinterpreted as those of the school or the Liverpool diocese School Trust (LDST)
- Staff must not commit the school or the Trust to purchasing/acquiring goods/services without proper authorisation through the appropriate channels.

- When posting any information onto a social networking site, staff must not post any entry that puts their effectiveness to perform their normal duties at risk.
- If individuals feel aggrieved about some aspect of their work or employment, there are appropriate informal and formal avenues, internally within the school, which allow staff to raise and progress such matters. Social networks **are not** the appropriate forum to raise such matters. Employees should discuss any concerns with their head teacher/line manager in the first instance.
- If a member of staff wishes to share something appropriate, e.g. an event or after school club, this should be done through the designated school pages only.

Security:

Members of staff are advised to check their security profiles and privacy settings on the social networks that they use. If individuals are not clear about how to restrict access to their content, they should regard all content as publicly available and act accordingly.

In using social networking sites, members of staff are recommended to only post content that they would wish to be in the public domain. Even if content is subsequently removed from a site, it may remain available and accessible. Staff should consider not only how content could reflect on them, but also on their professionalism and the reputation of the Glazebury CE as their employer. Even with privacy settings in place it is still possible that the personal details of staff may be accessed more broadly than the other networkers identified by them. Any reference to such information by pupils and/or their families, which a staff member deems to be inappropriate or is concerned about, should be reported to their line manager in the first instance. If a member of staff becomes aware that a pupil (or group of pupils or their families) has made inappropriate/ insulting/ threatening comments about them, or other staff members, on a social networking site; then they must report this to the head teacher so that the appropriate process can be followed.

Policy Breaches:

Staff found to be in breach of this policy may be subject to disciplinary action, in accordance with the LDST and school's Disciplinary Policy & Procedure, Code of Conduct and Disciplinary Rules, with potential sanctions up to and including dismissal.

Information shared through social networking sites, even on private spaces, is subject to copyright, data protection, freedom of information, equality, safeguarding and other legislation.

Where staff work in roles that are governed by professional bodies/professional codes of conduct; the professional rules relating to social networking applied to them may be more stringent than those within this Policy.

School Use of Social Media

As a school, Glazebury CE has made the decision to use social media to share information with parents, carers and the wider community. The aims of using Social Media are:

- To quickly share and celebrate children's achievements, successes and school updates.
- To demonstrate safe and responsible use of social media.
- To encourage the use of 21st Century technology.

The school social media accounts will:

- Be overseen by a member of the senior leadership team and Local Governing body.
- Be public accounts. The account manager (SLT Member/Governor) will monitor the followers and block any who appear to not be school focused.
- Only follow/like educationally link accounts. No personal accounts, unless they are educationally linked, will be followed e.g. a children's author.
- Not reply to any 'replies' on Twitter or 'comments' on Facebook. This is not the platform to discuss or debate school related issues.
- No names are to be used. Be used to share positive messages about the school.
- Not post photos of children's faces at this point. They will post photos of work and learning. For example we may share a photo of a child creating a piece of artwork that features the child's hands or back of the head. (This is different to the school website where images of faces may be used.)
- Be used to share news and information during a school trip. Information/photographs (following above guidelines and relevant consents) can be forwarded to the account manager (SLT member/Governor) who will then post updates. Photos taken on phones (not to include children's faces) for the purpose of sharing on Twitter/Facebook will be deleted once they have been shared.
- Change the account passwords on a regular basis.
- Not individually target content e.g. "Well done Josh a better lesson today". Updates to a year group or class along the lines of "Don't forget the..." are acceptable. Although, always think about the most effective way to communicate important information.

Please see behaviour policy for information on conduct for entries via Class Dojo app to parents.

Use of the @twitter name of others is to be avoided. For example "excited about @dexnott speaking to us". By endorsing Twitter & Facebook, we are aware that we may be encouraging children to use social media so conscious efforts should be made to reinforce e-safety rules such as "Never tweet anything that would be potentially upsetting; make sure you know how to report to anything you find that disturbs you; be careful who you talk to they may not be all they appear; never meet anyone from online world without telling your parents." etc.

Twitter's own safety rules can be read on: <https://support.twitter.com/>