Park Hill Primary School

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 Park Hill 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.

There are four key areas of focus:
A. The use of social media sites by pupils whilst at school
B. Use of social media by staff in a personal capacity
C. Comments posted by parents/carers
D. Dealing with incidents of online (cyber) bullying

A. The use of social media sites by pupils whilst at school
The school's Acceptable Use Policy (AUP) outlines the rules for using IT in school and these rules therefore apply to use of social media sites. Such sites should not be used/accessed in school unless under the direction of a teacher and for a purpose clearly apparent from the learning objective of the relevant learning experience. If social media sites are used then staff should carry out a risk assessment to determine which tools are appropriate. Pupils and parents will be reminded that the use of some social media sites is inappropriate for primary aged pupils.

B. Use of social networking by staff in a personal capacity
It is possible that a high proportion of staff will have their own social networking accounts. It is important for them to protect their professional reputation, and that of the school, by ensuring that they use their personal accounts 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', irrespective of use/purpose
- That they do not conduct or portray themselves, or allow friends to portray them, in a manner which may:

  ➢ Bring the school into disrepute;
  ➢ Lead to valid parental complaints;
  ➢ Be deemed as derogatory towards the school and/or its employees;

- Be deemed as derogatory towards pupils, parents/carers or governors
- Bring into question their appropriateness to work with children
- 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 of (without the Head-Teacher's consent) or negative comments about school events
- That if their use of social media/networking sites contravenes this policy, they may be subject to disciplinary action

Inappropriate use by employees should be referred to the Head-Teacher in the first instance.

C. Comments posted by parents/carers on social media sites

Parents/carers will be made aware of their responsibilities regarding their use of social media via this policy, the school website, newsletters, letters and verbal discussion. School policies and documents provide further information regarding appropriate channels of communication and means of resolving differences of opinion.

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

D. 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 (cyber) bullying will be dealt with in accordance with the school's Anti-Bullying/Cyber 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, relevant action will be taken by the school's governors.

Park Hill Primary School Social Media Policy 2016

This policy will be reviewed every three years, or earlier if necessary by the designated member of staff for ICT and the designated governor for Safeguarding.

Agreed by Governors: November 2016
Signed Chair of Governors:
Date:

Signed Head-teacher:
Date: