



*Nurture-Believe-Inspire-Achieve*

**Danson  
Primary  
School**

# **Social Media Policy**

This policy is provided to all staff and should be read in conjunction with the following policies:

- DfE 2019 Teaching online safety in school
- E-Safety and AUP
- Electronic Communications Policy
- Anti-Bullying Policy
- Safeguarding and Child Protection Policy
- Staff Code of Conduct
- Visitors Code of Conduct

*'Today's pupils are growing up in an increasingly complex world, living their lives seamlessly on and offline. This presents many positive and exciting opportunities, but also challenges and risks. 12. We want schools to equip their pupils with the knowledge needed to make the best use of the internet and technology in a safe, considered and respectful way, so they are able to reap the benefits of the online world. 13. This advice brings together information that will help schools deliver online safety content within their curriculum and embed this within their wider whole school approach.'*

*(DfE-2019 Teaching online safety in school)*

### **Social Media Policy**

Social media and social networking sites play an important role in the lives of many people. We recognise that sites bring risks, but equally there are many benefits to be reaped. This gives clarity to the way in which social media/mobile phones are to be used by pupils, social media/mobile phones are to be used by pupils, governors, visitors, parent helpers, volunteers and school staff at Danson Primary School. It also provides guidance for parents.

There are four key areas:

1. The use of social networking sites by pupils within school
2. Use of social networking by staff in a personal capacity
3. Comments posted by parents/carers
4. Dealing with incidents of online bullying
5. The use of social networking sites by pupils within school

The school's E-Safety Policy outlines the rules for using IT in school and these rules therefore apply to use of social networking 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. Social Media sites to be used in school may include blogging sites (Primary blogger) and Twitter. Parents will give permission for children to access these sites in school as well as permission for images of their child / child's work to be included on the site.

In terms of private use of social networking sites by a child it is generally understood that children under the age of 13 and in some cases 16, are not permitted to be registered, including Facebook, WhatsApp and Instagram to name three.

### **Use of social networking by staff in a personal capacity**

This policy applies to all School staff regardless of their employment status. This policy does not form part of the terms and conditions of employee's employment with the School and is not intended to have contractual effect. It does however set out the School's current practices and required standards of conduct and all staff are required to comply with its contents. Breach of the provisions of this policy will be treated as a disciplinary offence which may result in disciplinary action up to and including summary dismissal in accordance with the School's Disciplinary Policy and Procedure.

This policy deals with the use of all forms of social media including Facebook, LinkedIn, Twitter, Wikipedia, all other social networking sites, and all other internet postings, including blogs.

***It applies to the use of social media for both work and personal purposes, whether during work hours or otherwise. The policy applies regardless of whether the social media is accessed using our IT facilities and equipment or equipment belonging to members of staff.***

This Policy may be amended from time to time and staff will be notified of any changes no later than one month from the date those changes are intended to take effect.

### **Staff Personal Use of Social Media**

It is possible that 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 are issued to staff:

- Staff must **never** add pupils as ‘friends’ into their personal accounts (including past pupils under the age of 16).
- Staff are **strongly advised** not to add parents as ‘friends’ into their personal accounts.
- Staff **must not** post comments about the school, pupils, parents or colleagues including members of the Governing Body.
- Staff must not use social networking sites within lesson times (for personal use).
- Staff should only use social networking in a way that does not conflict with the current National Teacher’s Standards.
- Staff should review and adjust their privacy settings to given them the appropriate level of privacy and confidentiality.
- Staff should read and complete with ‘Guidance for Safer Working Practice for Adults who Work with children and Young People’.
- Inappropriate use by staff should be referred to the Head Teacher in the first instance and may lead to disciplinary action.

### **Expectations of pupils when using social media**

#### **Guidance:**

The school is aware that there are many social media sites that state that they are not for under the age of 13 including Facebook, Instagram, Snapchat and WhatsApp. Facebook is targeted at older teenagers and adults. They have a no under-13 registration policy and recommend parental guidance for 13 to 16 year olds.

The following are extracts from Facebook privacy policy:

“If you are under age 13, please do not attempt to register for Facebook or provide any personal information about yourself to us. If we learn that we have collected personal information from a child under age 13, we will delete that information as quickly as possible. We strongly recommend that minors 13 years of age or older ask their parents for permission before sending any information about themselves to anyone over the Internet.”

MSN recommend 13 but do not appear to have a policy of debarring younger pupils.

#### **Rules for Pupils:**

- **No pupil under 13 should be accessing social networking sites.** This is the guidance from both Facebook, MSN, Instagram and Snapchat.

There is a mechanism on Facebook where pupils can be reported via the Help screen

- No pupil may access social networking sites during the school working day
- All mobile phones must be handed into the office at the beginning of the school day. Failure to follow this guidance will result in a total ban for the student using a mobile phone.

- No pupil should attempt to join a staff member's areas on networking sites. If pupils attempt to do this, the member of staff is to inform the Head teacher. Parents will be informed if this happens
- No school computers are to be used to access social networking sites at any time of day.
- Please report any improper contact or cyber bullying to your class teacher in confidence as soon as it happens. If you see anything you do not like on the screen in school, remember you can always click on Hector the dolphin who will cover it. If you are using DB Primary, you can additionally use the Golden Whistle.
- We have a zero tolerance to cyber bullying.

### **Pupil Protection:**

- Never meet anyone in person that you've communicated with online only; communicate only with people you've met in person.
- Ensure you don't use your full name – use a nickname or only one of your names. This means only people you really know are likely to find you online.
- Be wary of other identifiable information in profile – Never mention what school you go to, where you carry out your hobbies or where you'll be at a specific time and place.
- Be smart about details in photographs – THINK – Would you like that photo to be hung up in your parent's living room? No? Then don't put it on the internet. Does the photo give a lot of detail about you, such as what Brownie club you attend/football team you play for? Yes? – Then don't put it on the internet.

**These rules are here to keep YOU safe (article 19). Failure to abide by them will result in the school recommending you remove yourself from all social media outlets and we will expect your parents to agree with us.**

### **Comments posted by parents/carers**

Parents and carers will be made aware of their responsibilities regarding their use of social networking. Methods of school communication include the prospectus, the website, Twitter accounts, newsletters, letters and verbal discussion. School policies and documents provide further information regarding appropriate channels of communication and means of resolving differences of opinion. Effective communication following principles of mutual respect is the best means of ensuring the best learning experiences for the child. Parents must

not post pictures of pupils, other than their own children, on social media/networking sites where these photographs have been taken at a school event.

Parents should make complaints through official school channels rather than posting them on social networking sites.

Parents should not post malicious or fictitious comments on social networking sites about any member of the school community.

### **Dealing with incidents of online bullying/inappropriate use of social networking sites**

The school's Anti-Bullying Policy sets out the processes and sanctions regarding any type of bullying by a child on the school roll. No child is permitted to use a mobile phone during school hours and any use of computers is directly supervised by adults. Should a child use any form of technology to bully another child in school, the behaviour policy will be used to guide staff in dealing with the resolutions and consequences.

The school cannot and will not be held responsible in any way for the behaviour of pupils online or otherwise, outside of school hours (other than on trips and events agreed and supervised by ourselves). At these times it is strongly recommended that parents/carers monitor closely their child's use of both online media and social media. Clearly, it can be helpful for parents to inform the school if there is an issue of inappropriate use of online/social media between pupils, so that the school can monitor closely any further behaviour that may need addressing. However, it is entirely the parent/carers responsibility to address inappropriate behaviour outside of school hours.

In the case of inappropriate use of social networking by parents, the Governing Body will contact the parent asking them to remove such comments and seek redress through the appropriate channels such as the Complaints Policy and will send a letter.

The Governing Body understands that, "There are circumstances in which police involvement is appropriate. These include where postings have a racist element or where violence is threatened or encouraged." Furthermore, "Laws of defamation and privacy still apply to the web and it is unlawful for statements to be written...which:

- Expose (an individual) to hatred, ridicule or contempt
- Cause (an individual) to be shunned or avoided
- Lower (an individual's) standing in the estimation of right thinking members of society or
- Disparage (an individual in their) business, trade, office or profession."

(National Association of Head Teachers)

**Public Information**

Copies of this policy will be available to the public from the School Office.

Date: November 2020

Next Review: November 2021

Head Teacher: L Casey

Chair Of Governors: M Egelton