



## **Stokes Wood Primary School - Social Media Policy**

### **Safeguarding**

Stokes Wood Primary School fully recognises the contribution it can make to protect children and support pupils in school and beyond. We are fully committed to safeguarding our pupils through prevention, protection and support. We are also committed to actively promoting the fundamental British values of democracy, the rule of law, individual liberty and mutual respect and tolerance of those with different faiths and beliefs; the pupils are encouraged to develop and demonstrate skills and attitudes that will allow them to participate fully in and contribute positively to life in modern Britain. It is our duty to protect children and young people against the messages of all violent extremism and to prevent terrorism. Any concerns should be referred to the Designated Safeguarding Lead(s) who have local contact details for PREVENT and Channel referrals.

### **Social Networking Policy - Parents**

#### **Overview**

Social networking sites such as Facebook and Twitter are now widely used. This type of media allows people to communicate in ways that were not previously possible that can positively enhance means of communication. The school recognises that most stakeholders use this in a positive and responsible manner. However, for a minority, such sites can be inappropriately used as a means of expressing negative or offensive views about school and their staff instead of approaching the school where the vast majority of concerns are easily dealt with and resolved. This document sets out the school's approach to parental use of such sites and sets out the procedures we will follow and action we may take when we consider that parents have used such facilities inappropriately. When we have referred to "parent" in this document, we also include carers, relatives, or anyone associated with the school.

#### **Objectives**

The purpose of this policy is to:

- Encourage social networking sites to be used in a beneficial and positive way by parents.
- Safeguard pupils, staff and anyone associated with the school from the negative effects of social networking sites and safeguard the reputation of the school from unwarranted abuse on social networking sites.
- Clarify what the school considers to be appropriate and inappropriate use of social networking sites by parents.
- Set out the procedures school will follow where it considers parents have inappropriately or unlawfully used social networking sites to the detriment of the school, its staff or its pupils, and anyone else associated with the School.

- Set out the action the school will consider taking if parents make inappropriate use of social networking sites.

### **Appropriate use of social networking sites by parents**

Social networking sites have potential to enhance the learning and achievement of pupils and enable parents to access information about school and provide feedback efficiently and easily. In addition, the school recognises that many parents and other family members will have personal social networking accounts, which they might use to discuss/share views about school issues with friends and acquaintances. As a guide, individuals should consider the following prior to posting any information on social networking sites about school, its staff, its pupils, or anyone else associated with it:

- Is the social networking site the appropriate channel to raise concerns, give this feedback or express these views?
- Would private and confidential discussions with school be more appropriate? E.g. if there are serious allegations being made/concerns being raised. Social media/internet sites should not be used to name individuals and make abusive comments about those people. Please contact school to discuss any concerns you may have.
- Are such comments likely to cause emotional or reputational harm to individuals which would not be justified, particularly if school has not yet had a chance to investigate a complaint?
- The reputational impact that the posting of such material may have to school; any detrimental harm that the school may suffer as a result of the posting and the impact that such a posting may have on pupils' learning.

### **Inappropriate use of social networking sites by parents**

Although social networking sites may appear to be the quickest and easiest way to express frustrations or concerns about school (and those associated with it), it is never appropriate to do so.

Where a parent has a concern, this must be made through the appropriate channels by speaking to the class teacher, the Headteacher or Chair of Governors so it can be dealt with fairly, appropriately and effectively for all concerned.

The school considers the following examples to be inappropriate uses of social networking sites. This list is non-exhaustive and intended to provide examples only.

- Making allegations about staff or pupils at school or cyber-bullying.
- Making complaints about the school or staff at Stokes Wood Primary School.
- Making defamatory statements about school or staff at Stokes Wood Primary School.
- Posting negative/offensive comments about specific pupils/staff at Stokes Wood Primary School.
- Posting racist comments.
- Posting comments which threaten violence.

In addition parents should not post images taken in school or at school events that include other children as well as their own.

Parents should also ensure that their children are not using social networking/internet sites in an inappropriate manner. It is expected that parents/carers explain to their children what is acceptable

to post online. Parents/carers are also expected to monitor their children's online activity, including in relation to their use of social media.

**Procedure the school will follow if inappropriate use continues:**

In the event that any pupil or parent/carer of a child/ren at Stokes Wood Primary School is found to be posting libellous or defamatory comments on Facebook or other social network sites, they will be reported to the appropriate authorities. All social network sites have clear rules about the content which can be posted on the site and they provide robust mechanisms to report content or activity which breaches this. The school will also expect that any parent/carer removes such comments immediately and will be asked to attend a meeting with the Headteacher to discuss the breaking of the Home-School Agreement and the possible repercussions of such action.

If the parent refuses to comply with these procedures and continues to use social networking sites in a manner the school considers inappropriate, the school will consider taking the following action:

- Take legal advice and/or legal action where the information posted is defamatory in any way or if the circumstances warrant this.
- Set out the school's concerns to you in writing, giving you a warning and requesting that the material in question is removed.
- Contact the Police where the school feels it appropriate – for example, if it considers a crime (such as harassment) has been committed; or in cases where the posting has a racial element, is considered to be grossly obscene or is threatening violence.
- If the inappropriate comments have been made on a school forum, the school may take action to block or restrict that individual's access to that website or forum.
- Contact the host/provider of the social networking site to complain about the content of the site and ask for removal of the information.
- Take other legal action against the individual.

**Social Networking Policy – Staff**

\*In the context of this policy "everyone" refers to members of staff, friends and anyone working in a voluntary capacity at Stokes Wood Primary School.

**Introduction**

Social networking activities conducted online outside work, such as blogging (writing personal journals to publicly accessible internet pages), involvement in social networking sites such as Facebook and posting material, images or comments on sites such as YouTube can have a negative effect on an organisation's reputation or image. In addition, Stokes Wood Primary School has a firm commitment to safeguarding children in all aspects of its work.

This policy has been written to set out the key principles and code of conduct that we expect of all members of staff with respect to their responsibilities in connection with the use of social networking sites.

**Key Principles**

- Everyone at Stokes Wood Primary School has a responsibility to ensure that they protect the reputation of school and to treat all colleagues with professionalism and respect.

- It is important to protect everyone at Stokes Wood Primary School from allegations and misinterpretations which can arise from the use of social networking sites.
- Safeguarding children is a key responsibility of all members of staff and it is essential that everyone at Stokes Wood Primary School considers this and acts responsibly if they are using social networking sites outside of school. Anyone working in the school either as a paid employee or volunteer must not communicate with pupils and ex-pupils via social networking and must not accept or initiate Facebook or any other social networking friend requests from pupils and ex-pupils enrolled at Stokes Wood Primary School.
- This policy relates to social networking outside work. Accessing social networking sites at work using school equipment is not permitted unless it is being used by designated staff school publicity or promotion.

### **Aims**

To set out the key principles and code of conduct expected of all members of staff, trustees, friends and volunteers at Stokes Wood Primary School in respect to social networking.

To further safeguard and protect children and staff, the following are not considered acceptable at Stokes Wood Primary School:

- The use of the school's name, logo, or any other published material without written prior permission from the Headteacher. This applies to any published material including the internet or written documentation.
- The posting of any communication or images which links the school to any form of illegal conduct or which may damage its reputation. This includes defamatory comments.
- The disclosure of confidential or business-sensitive information; or the disclosure of information or images that could compromise the security of the school.
- The posting of any images of employees, children or anyone directly connected with the school whilst engaged in school activities except by a designated person for agreed publicity use.

### **In addition to the above everyone at Stokes Wood Primary School must ensure that they:**

- Do not make any derogatory, defamatory, rude, threatening or inappropriate comments about the school, or anyone at or connected with the school.
- Use social networking sites responsibly and ensure that neither their personal/ professional reputation, nor the school's reputation is compromised by inappropriate postings.
- Are aware of the potential of on-line identity fraud and to be cautious when giving out personal information about themselves which may compromise their personal safety and security.
- Do not communicate with pupils and communication with adults is through a professional platform.
- Should not share any personal information with a child or young person.
- Ensure all communications are transparent and open to scrutiny.
- Ensure personal contact details are not given unless the need to do so is agreed by the Headteacher and in exceptional circumstances.
- Ensure that personal social networking sites are set to private and pupils are never listed as approved contacts.
- Never use or access social networking sites of pupils.
- Do not give their personal contact details to pupils, including their mobile telephone number.

- Do not use internal or web based communication channels to send personal messages to a child/young person.

It is important that staff consider Safer Working Practices at all times. When recording either images or videos for school, this should normally be done using school equipment. However, the school recognises that occasionally, in order to capture a learning point, that it may become necessary to use personal equipment, e.g. mobile phone. This should only be done at that member of staff's discretion and with their agreement. The image or recording should then be transferred to the school's system at the earliest convenience and deleted from the staff's equipment. No image or recording should be kept on personal equipment indefinitely.

When a member of staff leaves the school's employment, any passwords for accounts that they had access to will be changed immediately.

Members of staff **must not** add either parents or pupils (including ex-pupils) as friends on social media. If a parent or pupil (including ex-pupils) makes a friend request of a member of staff, then this must be explicitly rejected, not just ignored.

### **Potential and Actual Breaches of the Code of Conduct**

In instances where there has been a breach of the above Code of Conduct, the following will apply:

Any breaches of this policy will be fully investigated. Where it is found that there has been a breach of the policy this may result in action being taken under the Disciplinary Procedure. A breach of this policy will be considered to be a serious disciplinary offence which is also contrary to the school's ethos and principles.

### **Stokes Wood Twitter and Facebook**

The school accounts are locked and protected. Only administrators and approved users can add posts. No one can comment on posts without going through the administrator. All content will be censored before posting. Parents and carers must sign a consent form before their child's image can be posted.

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This policy will be reviewed annually.