Coopers Lane Primary School

Social Media Policy

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Approved by:	James Mole/Tali Bonner	**Date:**	May 2019
Issue date:	May 2019	**Next Review due by:**	May 2020

A Coopers Lane Learner...

love

...develops a curiosity and wonder of the wider world around them.

responsibility

... is inspired to be the best version of themselves and takes pride in all they do.

kindness

...has empathy towards others and values the opinion of everyone.

perseverance

... understands the importance of not giving up, embracing challenge and seeking help when needed.

honesty

... has the tools needed to be confident in making positive choices about behaviour and learning.

respect

... is a fabulous role model and a respectful citizen, embracing and celebrating the rich, diverse community in which they live.

happiness

...is excited to share their fun, relevant and memorable learning experiences with family and friends.

"Coopers Lane School is committed to safeguarding and promoting the welfare of children, young people and adults at all times and expects everybody working within the school to share this commitment"

Contents

The Use of Social Media – Introduction 3

A. Use of social networking sites by pupils within school. 3

B. Use of social networking by staff in a personal capacity. 3

C. Creation of network accounts by staff for use in education. 4

D. Comments posted by parents/carers. 4

E. Dealing with incidents of online bullying. 5

The Use of Digital Photography 6

The Use of Social Media

Social media and social networking sites play an important role in the lives of many youngsters. We recognise that sites bring risks, but equally there are many benefits to be reaped. This document gives clarity to the way in which social media is to be used by pupils and school staff at Coopers Lane School.

There are five 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 network accounts by staff for use in education.

D. Comments posted by parents/carers.

E. Dealing with incidents of online bullying.

A. The use of social networking sites by pupils within school.

The school's Acceptable Use of ICT Agreement makes it clear to pupils what use of social media is allowed.

- Pupils are not permitted to use social networking sites within school.
- Pupils should not use their own internet enabled devices in school. This includes at after school events such as a school disco and any other event where a parent is not directly supervising their child's use of the device.
- The school reserves the right to confiscate any device used in these circumstances. If confiscation is necessary then the device will be stored in the school office and a parent will be contacted to collect the device.

The school online safety policy states sanctions for breaching the policy.

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 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:

i. Staff must never add pupils as friends into their personal accounts.
ii. Staff must not post pictures of school events without the Head Teacher's consent.
iii. Staff must not use social networking sites within lesson times.
iv. Staff need to use social networking in a way that does not conflict with the current National Teacher's Standards
v. Staff should review and adjust their privacy settings to give them the appropriate level of privacy and confidentiality.
vi. Staff must not post negative comments about the school, pupils, parents or colleagues including Governors.
vii. Staff should read and comply with 'Guidance for Safer Working Practice for Adults who Work with Children and Young People'.
viii. Staff must have due regard to the KCSIE document at all times

Inappropriate use by staff should be referred to the Head Teacher in the first instance or LADO (Local Authority Designated Officer). The Head Teacher (or a designated member of SLT) will follow up every breach of these guidelines. A breach may result in disciplinary action being taken.

C. Creation of network accounts by staff or anyone associated with the school (i.e. PTA) for use in education.

All social media services must be approved by the Head Teacher in advance of any educational work being undertaken.

D. 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, newsletters, letters and verbal discussion.

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

iv. Parents must not create social media accounts which appear to be associated with the school i.e. class group pages on Facebook.

Inappropriate social media sites created by parents which breach this policy will be reported to the account administrator and if necessary, the appropriate social media provider.

Social media websites are being used increasingly to fuel campaigns and complaints against schools, Head Teachers, school staff, and in some cases other parents/pupils. Coopers Lane Primary School considers the use of social media websites being used in this way as unacceptable and not in the best interests of the children or the whole school community. Any concerns you may have must be made through the appropriate channels by speaking to the Class Teacher, the Head Teacher, a member of the leadership team or the Chair of Governors, so they can be dealt with fairly, appropriately and effectively for all concerned.

In the event that any pupil or parent/carer of a child/ren being educated at Coopers Lane is found to be posting libellous or defamatory comments on Facebook or other social network sites, they will be reported to the appropriate 'report abuse' section of the network site. All social network sites have clear rules about the content which can be posted on the site and they provide robust mechanisms to report contact or activity which breaches this. The school will also expect that any parent/carer or pupil removes such comments immediately.

In serious cases the school will also consider its legal options to deal with any such misuse of social networking and other sites. Additionally, and perhaps more importantly, is the issue of cyber bullying and the inappropriate social network use by any member of the school community to publicly humiliate another person. We will take and deal with this as a serious incident of school bullying.

E. Dealing with incidents of online bullying

The school's Online Safety and Anti Bullying Policies makes sanctions regarding bullying using new technologies very clear.

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

i. Could have repercussions for the orderly running of the school
ii. Poses a threat to another pupil or member of the public
iii. 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.

The Use of Digital Photography

Children have their photographs taken to provide evidence of their achievements, particularly during the EYFS. Photographs are also taken for use on the school website and for school displays. **Staff, visitors, volunteers and students are not permitted to use their own mobile phones to take or record any images of school children for their own records during the school day.**

Procedures

i. Under the data protection act of 1998 and the General Data Protection Regulation (**GDPR**) 2018, school must seek parental consent to take photographs and use video recorders. Photographs will be stored on the school network or a school device, which is password protected.
ii. The school's digital cameras/iPads must not leave the school setting (unless on an educational visit). Photographs are printed in the setting by staff and images are then removed from the camera memory.
iii. Photographs may be taken during indoor and outdoor play/learning and displayed in school and in albums or in a child's development records for children and parent/carers, governors, Ofsted, LA officers (on the password protected area of the school drive), to look through.
iv. Often photographs may contain other children in the background.
v. Events such as Sports Day, outings, Christmas and fundraising events may be recorded by video and photographs by staff and parent/carers, but always in full view of all attending. Parents must not post photographs or video containing other children on social media websites. A verbal reminder will be given by staff at each event.
vi. On occasion, the school might like to use photographs of children taking part in an activity to advertise/promote the school via the website etc, however in this instance, specific parental permission will be required.
vii. Many mobile phones have inbuilt cameras so staff mobile phones must not be used to take pictures of children in our school. **Visitors should be challenged if seen using a camera inappropriately or photographing children.**
viii. The use of cameras, iPads and mobile phones are prohibited in toilets and nappy changing areas.
ix. All school cameras, iPads and videos should be kept securely at all times and used with appropriate authority.