St Kenelm's

C of E Primary School

Social Media Policy

December 2022

Nurturing each and all. Guiding, Trusting, Inspiring and Celebrating

Our Vision, Values and Ethos

Our Vision

Nurturing each and all.
Guiding, Trusting, Inspiring and Celebrating.

(The Parable of the Lost Sheep, Matthew 18. 10-14)

Our vision is to celebrate and support all individuals on their life journey within a Christian ethos. We aim to provide a nurturing environment inspiring all to achieve their full potential and flourish through personal discovery within a caring, trusting community.

Our Values

Respect, Honesty, Friendship, Compassion, Thankfulness & Wisdom.

Values are fundamental expressions of what we think and believe. As a school we encourage children to think about personal and social values and to develop their capacity to be active and effective citizens.

Our Ethos

St Kenelm's School demonstrates the major Christian values in the ways children are cared for and in the care and respect the children are expected to show towards all other people, the world beyond the school and their immediate surroundings. As a school, we celebrate the diversity of the wider community and are committed to the principles of inclusion and equal opportunity.

Being kind, helpful and tolerant to each other in line with New Testament teaching underpins the school's ethos.

Following Jesus, our Good Shepherd, our hope is that children will grow into good shepherds themselves; treating each other with love, kindness, care and respect, as they would want to be treated themselves.

Statement of intent

The school is aware and acknowledges that increasing numbers of adults and children are using social networking sites. The widespread availability of social media applications brings opportunities to understand, engage and communicate with audiences in new ways. It is important that we are able to use these technologies and services effectively. However, it is also important to ensure that we balance this with our reputation as a school. This policy outlines how the school uses social media in a positive way to engage and communicate with parents. It also outlines guidelines to protect pupils, staff and our school community against the potential inappropriate use of social media sites. The school takes its responsibility to safeguarding children and staff seriously. In this policy, the term 'staff' also refers to members of the Governing Body.

Definition

In this policy 'Social Media' is the broad term given to describe internet-based communication platforms which enable users to rapidly connect and interact in a variety of different forums. A social media site is a platform that allows user-generated content to emerge through interactions and collaborations in a virtual community. Examples of social media include blogs, Facebook, LinkedIn, Twitter, Google+, Instagram, Myspace, Flickr and YouTube. This contrasts with earlier websites and other forms of broadcast media where users are limited to the passive viewing of content.

Purpose of the policy

- Safeguard children from the potential risks associated with social media use
- Protect staff by providing a clear code of conduct in using social media
- Ensure that the reputation of the school is not adversely affected by misrepresentation
- Provide a clear framework for how the school uses social media

This policy covers five key areas:

1. The use of social media by the school
2. The use of social media by staff in a personal capacity
3. The use of social media by pupils
4. The use of social media by parents and carers
5. Dealing with social media and online bullying incidents

The use of social media by the school

1. The school uses many ways to communicate with parents including: face to face; in paper, i.e. letters and reports; through the school website; using email and text messaging systems. The core purpose of its use is to publish information that is of interest and importance to the parent body. It is not an appropriate place to discuss personal matters or share information that is specific to individual members of our community, whether that be children, staff or parents.

The following guidelines are followed as a school:

- School social media sites should be set up by, or with the prior approval, of the Headteacher in consultation with the Governing Body. Requests to create a social media account must have legitimate reasons in supporting the aims of the school. Requests should cover the following points:

- The aim of the account
- The intended audience
- How the account will be used, promoted and managed

Following consideration by the Governing Body, a proposal will be approved or rejected. In all cases, the Governing Body must be satisfied that anyone establishing an account on behalf of the school has read and understood this policy and received appropriate training.

- All posts must be accessible to the Headteacher/Senior Leaders, to assist in monitoring their content.
- Sites will be set up to allow for the sharing of information by authorised individuals and will not allow for other users to post comments or respond to posts.
- Photographs or videos of children will not be published without written consent of parents, which is renewed annually as part of the E-safety Acceptable User Policy.
- We will not identify by name any children featured in photographs published.
- Where the names of pupils are included in the information shared, only first names are used.
- We will not allow personally identifying information to be published through our use of social media

2. The use of social media by staff in a personal capacity

It is possible that a high proportion of staff will have their own social media 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:

- All staff are given the Acceptable User Policy during induction. They are asked to read and sign in agreement.
- Staff must never add pupils as 'friends' into their personal accounts (this includes past pupils under the age of 18).
- It is illegal for an adult to network by giving their age and status as a child.
- Staff are strongly advised not to add parents as 'friends' into their personal accounts. Where a member of staff has family or friends with pupils at the school and there are legitimate reasons that they are already 'friends' on social media, the member of staff should inform their line manager.
- Staff must not post comments about the school, pupils, parents or colleagues.
- Staff must not use social media for personal use at any time during their working hours in the school day.
- Staff should not use school IT equipment to access personal social media accounts.
- Staff should review and adjust their privacy settings to give the appropriate level of privacy and confidentiality.
- Staff should only use social media in a way that does not conflict with the National Teachers' Standards.
- The school reserves the right to monitor a member of staff's use of social media if it is believed that such use is having a negative impact on professional standards and/or the school's reputation.
- Staff should read and comply with the Staff Code of Conduct.

• Inappropriate use by staff should be reported to the Headteacher/Designated Safeguarding Lead in the first instance and may lead to disciplinary action or the involvement of the LADO following the Allegation Against Staff Policy.

3. The use of social media by pupils

As part of the Computing curriculum and provision for remote learning, pupils are taught how technology can be used to communicate and collaborate. Sites used are restricted to those specifically designed for education purposes. The online safety scheme of work, taught in school, supports pupils to be safe and responsible users of social media. The school is aware that some pupils may be using social media outside of school, even though there are age restrictions on such sites. As a school, we educate children in responsible use of the internet. The online safety policy details the school's strategy to protect, educate and respond. Pupils are expected to understand and agree to the Pupil Code of Conduct as laid down in the Acceptable Use Agreement. The web filtering service ensures that pupils cannot access social media sites freely in school.

The following additional guidelines apply to pupils:

• Where staff are aware that pupils are using social media applications outside of school, the Designated Safeguarding Lead/Headteacher should be informed so that this can be discussed with parents or carers.
• Social networking sites should not be accessed in school by pupils, unless under the direction of the teacher as part of a relevant learning experience.
• Pupils are not permitted to bring mobile phones to school.
• The school will not tolerate cyber-bullying of pupils. All allegations will be addressed following the Online Safety and Anti-Bullying Policies.

4. Use of social media by parents and carers

Parents and carers will be made aware of their responsibilities regarding their use of social media. Parents are asked to adhere to the following code of conduct:

• Third party social media groups, associated with the school, can only be set up following agreement by the Governing Body.
• Parents must not post photographs of pupils, other than their own on social networking sites, where these photographs have been taken at school events.
• Parents should not post comments on social media which are malicious or derogatory towards a member of staff or pupils.
• Parents should make complaints by following the procedure in the School's Complaints Policy, rather than posting them on social networking sites.

5. Dealing with social media and online bullying incidents

Incidents involving Pupils Cyber-bullying and harassment via social media sites can have a serious effect on pupils. The methods and the audience are broader than traditional bullying and the perceived anonymity can make escalation and un-intended involvement an increased risk. At St Kenelm's C of E Primary School, we use a range of strategies and policies to prevent cyber-bullying, outlined in the school's Online-Safety and Anti-bullying policies. Pupils are encouraged to discuss any concerns or worries they have about cyber-bullying and harassment with staff.

Pupils are informed on how to report cyber-bullying both directly within the sites they are on, and to school. Complaints of cyber-bullying are dealt with in accordance with the school's Anti-Bullying Policy. Complaints related to Child Protection are dealt with in accordance with the school's Child Protection Procedures

Incidents involving school, staff and governors

The Governing Body at St Kenelm's C of E Primary School will not tolerate any social media posts or comments that refer to specific, individual matters between the school and members of its community. The school will not tolerate any posts or comments that are defamatory, rude or abusive towards any member of staff or governor. The school asks and encourages staff, governors and parents to report any damaging or negative comments about the school or themselves on social media to a member of the Leadership Team. In the case of inappropriate use of social media by parents, the Headteacher will, where possible, meet with the parent/poster to:

- Discuss what has been posted, explaining why the material is unacceptable
- Explain how their behaviour can have a detrimental impact on the school and potentially their child and other children or parents
- Ask them to remove the comment and seek redress through the appropriate channels e.g. speaking to a member of staff or following the Complaints Procedure.

Where the school cannot identify who made the post, or the person refuses to remove the material, the school will contact the host i.e. the social media site, to make a request that the content be removed. If deemed necessary, the school will forward any inappropriate posts to the Oxfordshire County Council Legal Department for further action. Furthermore, the Governing Body understands that there are circumstances in which Police involvement would be appropriate.

Legal Considerations

Users of social media should consider the copyright of the content they are sharing and, where necessary, should seek permission from the copyright holder before sharing.

Users must ensure that their use of social media does not infringe upon relevant data protection laws, or breach confidentiality.

Legislation

Acceptable use of social networking must comply with UK law. In applying this policy, the school will adhere to its rights, responsibilities and duties in accordance with the following:

- Regulation of Investigatory Powers Act 2000
- General Data Protection Regulations (GDPR) 2018
- The Human Rights Act 1998
- The Equality Act 2010
- The Defamation Act 2013

The internet is a fast-moving technology and it is impossible to cover all circumstances or emerging media – the principles set out in this policy must be followed irrespective of the

medium. When using social media, staff should be aware of the potential impact on themselves and the employer, whether for work-related or personal use; whether during working hours or otherwise; or whether social media is accessed using the employer's equipment or using the employee's equipment. Staff should use discretion and common sense when engaging in online communication.

Monitoring the effectiveness of the policy

The Headteacher will report any incidents regarding social media to the Governing Body in line with the schedule for behaviour reporting.

Date Reviewed: December 2022

Next Review Date: December 2024

Signed……………………………………………………
Chair of Governors