



Social Media policy

Formally adopted by the Governing Board of:-	Fairstead Community Primary and Nursery School
On:-	28th September 2020

Introduction

The school is aware and acknowledges that increasing numbers of adults and children are using social networking sites. Some with the widest use are Instagram, Facebook and Twitter. The widespread availability and use of social networking application bring 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 and flexibly. However, it is also important to ensure that we balance this with our reputation.

This policy and associated guidance is to protect staff and advise school leadership on how to deal with potential inappropriate use of social networking sites.

For example, our use of social networking applications has implications for our duty to safeguard children, young people and vulnerable adults.

The policy requirements in this document aim to provide this balance to support innovation whilst providing a framework of good practice.

Purpose

The purpose of this policy is to ensure:

- That the school is not exposed to legal risks
- That the reputation of the school is not adversely affected
- That our users are able to clearly distinguish where information provided via social networking applications is legitimately representative of the school.

All school representatives should bear in mind that information they share through social networking applications, even if they are on private spaces, are still subject to copyright, data protection and Freedom of Information legislation, the Safeguarding Vulnerable Groups Act 2006 and other legislation. They must also operate in line with the School's Equality and Diversity Policy.

Use of Social Networking sites in worktime

Use of social networking applications in work time for personal use only is not permitted, unless permission has been given by the Head teacher.

Social Networking as part of School Service

All proposals for using social networking applications as part of a school service (whether they are hosted by the school or by a third party) must be approved by the Head teacher.

Use of social networking applications which are not related to any school services (for example, contributing to a wiki provided by a professional association) does not need to be approved by the Head teacher. However, school representatives must still operate in line with the requirements set out within the policy.

School representatives must adhere to the following Terms of Use.

The Terms of Use below apply to all uses of social networking applications by all school representatives. This includes, but is not limited to, public facing applications such as open discussion forums and internally-facing uses such as project blogs regardless of whether they are hosted on school network or not. Where applications allow the posting of messages online, users must be mindful that the right to freedom of expression attaches only to lawful conduct. Fairstead Primary and Nursery School

expects that users of social networking applications will always exercise the right of freedom of expression with due consideration for the rights of others and strictly in accordance with these Terms of Use.

Terms of Use

Social Networking applications:

- Must not be used to publish any content which may result in actions for defamation, discrimination, breaches of copyright, data protection or other claim for damages. This includes but is not limited to material of an illegal, sexual or offensive nature that may bring the school into disrepute.
- Must not be used for the promotion of personal financial interests, commercial ventures or personal campaigns
- Must not be used in an abusive or hateful manner
- Must not be used for actions that would put school representatives in breach of school codes of conduct or policies relating to staff.
- Must not breach the school's misconduct, equal opportunities or bullying and harassment policies
- Must not be used to discuss or advise any matters relating to school matters, staff, pupils or parents
- No staff member should have a pupil or former pupil under the age of 18 as a 'friend' to share information with
- Employees should not identify themselves as a representative of the school

References should not be made to any staff member, pupil, parent or school activity / event unless prior permission has been obtained and agreed with the Head Teacher.

Staff should be aware that if their out-of-work activity causes potential embarrassment for the employer or detrimentally affects the employer's reputation then the employer is entitled to take disciplinary action.

Violation of this policy will be considered as gross misconduct and can result in disciplinary action being taken against the employee up to and including termination of employment.

Guidance/protection for staff on using social networking

- No member of staff should interact with any pupil in the school on social networking sites
- No member of staff should interact with any ex-pupil in the school on social networking sites who is under the age of 18
- This means that no member of the school staff should request access to a pupil's area on the social networking site. Neither should they permit the pupil access to the staff members' area e.g. by accepting them as a friend.
- Where family and friends have pupils in school and there are legitimate family links, please inform the head teacher in writing. However, it would not be appropriate to network during the working day on school equipment

It is illegal for an adult to network, giving their age and status as a child. If you have any evidence of pupils or adults using social networking sites in the working day, please contact one of the named DSL's in school

Protecting Yourself.

As a teacher or member of staff it's integral to be hands-on when it comes to your reputation online. Security should be your number one priority and you need to learn to be savvy with privacy settings, visibility and linked associates/content if you're not already.

Do's and Don'ts




Do's

- Think before you post anything
- Google yourself to see what others can see
- Protect your passwords
- Regularly review your privacy settings
- Make it more difficult to be found online (i.e. change your surname)

Don'ts

- Use inappropriate language
- Expect friends/family to know how to protect your online reputation
- Have a public social media presence
- Tag yourself or permit tagged photos/videos
- Befriend students/parents online

Content that may harm your career

	Comments	Photos	Videos	Affiliations
By you 	Inappropriate language or poor grammar Misleading, fraudulent or offensive information about you/others Discussing students or parents	Inappropriate or personal Publishing content without consent Content that compromises security	Inappropriate or personal Publishing content without consent Redistributing content without copyright or license	Joining groups that are defamatory, insulting or offensive Joining groups that your pupils have joined but are not associated with the school Joining radical groups
By others associated with you 	Students or parents discussing your work Quoting something you said in confidence Inappropriate language on your profile	Inappropriate tagging Posting inappropriate content on your profile Doctored content about you	Inappropriate tagging Posting inappropriate content on your profile Doctored content about you	Discussions of you being a member of an inappropriate group Groups about you People inviting you to join inappropriate groups
By others pretending to be you 	Hackers using your profile to post inappropriate content Fake accounts pretending to be you	Hackers using your profile to post inappropriate content Inappropriate tagging Mistaken identity	Hackers using your profile to post inappropriate content Inappropriate tagging Mistaken identity	Someone pretending to be you in a group Suggestions you are a member of an inappropriate group

The examples above are of online situations that could prove detrimental to your career and professional reputation should they occur. Prevention is better than cure in all of these cases, but if something does happen speak with the appropriate points of contact within your school for advice before you act.

Further sources of information

<http://www.childnet.com/teachers-andprofessionals>

<http://www.kidsmart.org.uk/teachers/>

<https://www.saferinternet.org.uk/advicecentre/teachers-and-professionals/professional-reputation>