

# Highwood Primary School



*Promoting Resilience – Achieving Potential*

# Social Media Policy



This policy has been impact assessed against protected characteristics (race, gender and disability) and no adverse impact has been identified.

### **Rationale**

This policy was written in response to the rapidly developing and changing social media platforms available in order to streamline the various policies and procedures already in place. The Social Media Policy is closely linked to:

- Highwood Home School Agreement
- Behaviour Policy
- Child Protection Policy
- Communications Policy
- Data Protection Policy
- ICT Acceptable Use Policy
- Parent and Carer Code of Conduct
- Staff Code of Conduct

### **Social Media, including Facebook, WhatsApp and Twitter (ICT Acceptable Use Policy)**

Facebook, WhatsApp, Twitter and other forms of social media are increasingly becoming an important part of our daily lives. Our school uses Twitter to communicate with parents and carers. Members of the SLT are responsible for all postings and monitors responses from others. Staff are not permitted to access their personal social media accounts using school equipment at school during school hours. Staff are able to setup accounts, using their school email address, in order to be able to teach pupils the safe and responsible use of Social Media. Pupils are not permitted to access their social media accounts whilst at school. Staff, governors, pupils, parents and carers are regularly provided with information on how to use social media responsibly and what to do if they are aware of inappropriate use by others. Staff, governors, pupils, parents and carers are aware that the information, comments, images and video they post online can be viewed by others, copied and stay online forever. Staff, governors, pupils, parents and carers are aware that their online behaviour should at all times be compatible with UK law.

### **Use of social media – staff and governors**

As part of the Staff Code of Conduct staff are required to adhere to the following:

- At no time should personal telephone numbers, email addresses or communication routes via personal accounts on social media platforms be used to communicate with pupils
- Staff should exercise caution in their use of all social media or any other web based presence that they may have, including written content, videos or photographs, and views expressed either directly or by 'liking' certain pages or posts established by others.

As part of the ICT Acceptable Use Agreement staff at Highwood Primary School are asked to agree to the following statements.

- I will not give out my own personal details, such as mobile phone number, personal e-mail address, personal Twitter account, or any other social media link, to pupils
- I will not discuss any school business on any social media website and I will ensure that my online activity, both in school and outside school, will not bring the school, my professional role or that of others into disrepute

As part of the Home School Agreement staff agree to do the following

- In partnership with parents and carers teach your child how to remain safe in this modern technological world

Staff are asked to remind parents and carers who are attending events at Highwood Primary School (e.g. Sharing Assemblies, Sports Days, productions) that they are able to take photos and videos of their children for their own personal use and that these photos and videos must not be live streamed, uploaded or shared on any social media site).

Staff are also asked to remind parents and carers that they cannot use their mobile phones when they are attending events during the school day (e.g. helping with a curriculum enrichment day, joining the class for shared reading).

There are a number of members of staff and governors at Highwood Primary School who are parents or carers of, or relatives of children at the school. There are also members of staff and governors who are friends with parents or carers outside school or who meet parents or carers socially through clubs and activities that they take part in outside work. Staff and governors with these relationships must always keep in mind the Code of Conduct and the ICT Acceptable Use Agreement when engaging with other parents on social media sites.

### **Use of social media – pupils**

Pupils are regularly taught about social media as part of their computing internet safety lessons. Visitors are invited into school to speak to children (especially in UKS2) about internet safety and social media.

Pupils in KS2 are asked to sign the KS2 ICT Acceptable Use document as part of these lessons.

Pupils found to be accessing social media in school are subject to consequences in accordance with our Behaviour Policy.

Pupils using social media outside school which is found to have a detrimental impact on others at school are subject to consequences in accordance with our Behaviour Policy. Pupils should always have parental consent to have an account on any internet site. A child's use of social media is primarily the responsibility of the parent or carer – school staff can provide support and will inform parents and carers if their child's use of the internet and social media is affecting them or other pupils but cannot be expected to resolve issues that are taking place outside school.

All instances of pupils found to be using social media are discussed by the Safeguarding Team and are referred immediately to Children's Services and/or the police if any risk of significant harm is suspected.

As part of the Home School Agreement pupils agree to:

- Only use sites on the internet that are suitable for my age group or have been checked by an adult before I use them
- Be respectful, responsible and safe in my use of mobile communication
- Leave my mobile phone in the School Office during the school day if I need to bring it to school (UKS2 only)

### **Use of Social Media – parents**

Parents are reminded when attending events at the school that they must not use their mobile phones or other devices linked to the internet in any of the spaces where they have contact with the children.

They are regularly informed that the taking of photos and videos of their own child for their own personal use is welcomed but that these images must not be live-streamed, posted or shared on social media. This includes 'geo-tagging' the location of their child when they are in school.

It is the responsibility of the parents or carers to monitor their child's internet use and to ensure that they are aware of and give consent to any accounts being used by the child.

Parents and carers of children in KS2 are asked to discuss the KS2 ICT Acceptable Use Agreement with their child and sign:

We have discussed this document with .....(child's name) and we agree to follow the Internet rules and to support the safe use of ICT at Highwood Primary School.

As part of the Home School Agreement parents and carers agree to:

- Only allow my child to use social media, IT games and sites appropriate to their age
- Ensure I am careful about what I write on social networking sites. I agree not to post images or video of other people's children and I agree not to discuss teachers or other staff on such sites

The Parent and Carer Code of conduct states:

- Parents and carers should not make allegations against staff or the school or bring the school into disrepute on social media sites
- Defamation of the school or staff character on Facebook or other social networking sites is noted as one of the types of unacceptable behaviour

