

# Stanton Community Primary School

*Nurture, Enjoy, Aspire, Achieve*



## Social Media Policy

We believe this policy should be a working document that is fit for purpose, represents the school ethos, enables consistency and quality across the school and is related to the following legislation:

- Health and Safety at Work Act 1974
- Employment Rights Act 1996
- Human Rights Act 1998
- Protection from Harassment Act 1997
- Data Protection Act 1998
- Public Interest Disclosure Act 1998
- Public Interest Disclosure Act 1998
- School Standards and Framework Act 1998
- Safeguarding Vulnerable Groups Act 2006 (Transitional Provisions) Regulations 2008
- Employment Act 2008
- Equality Act 2010

The following documentation is also related to this policy:

- Acas Code of Practice 1 - Disciplinary and Grievance
- Bullying and Harassment at Work: A Guide for Managers and Employers (Acas)
- Code of Practice on Disciplinary and Grievance Procedures (Acas)
- Discipline and Grievances at Work - The Acas Guide (Acas)

We acknowledge that social networking has become part of everyday life with many people of all ages using social networking sites on a daily basis.

Many feel that there are valid reasons for exploring the educational benefits of these sites because research shows that the most discussed topics on these sites by young people are those dealing with homework and lessons.

However, school based staff need to be aware that 'posting' anything on these social networking sites about themselves, others or their place of work must be prepared for the possibility that anyone could gain access to it. This has been a major factor in identity theft.

In terms of school personnel's use of social networking and the web, they must be careful what information is posted due to potential security risks.

School personnel should use social networking sites wisely and cautiously bearing in mind they should not jeopardise themselves, others or their place of work. The school will monitor its IT system for inappropriate usage and will take the necessary disciplinary measures if need be.

We believe the following recommendations should be considered if school personnel use social networking websites:

- Think carefully before using your full name on your profile.
- Do not put your full date of birth on the profile.
- Be wary of what photographs you put online of yourself, family or friends.
- Remember you must have family or friends permission to publish photos.
- Make your profiles 'invite' only and thus only allow people you trust with certainty to view your information.
- Do not discuss your work in a negative manner.
- Do not place derogatory, defamatory, discriminatory or offensive remarks about the school, work colleagues, parents, pupils, governors or anyone else connected with the school.
- Do not divulge confidential information that could reflect badly on yourself or the school.
- Do not publish photographs taken at your work.
- Do not discuss your political or religious views.
- Be careful what other viewpoints you express.
- If you do post anything online be mindful of the fact you could lose total control of it.
- Be careful of what other people post on your profile. You might be careful but are your friends? Can friends of your friends see your information and are their friend's parents of the school?

School personnel must not use the school's IT system to access social networking sites for their own personal use.

We believe Twitter and Class Dojo are a useful tool for marketing the school by promoting and explaining our values, aims and work. All school personnel and other members of the school community are reminded that when using this social media platform for the school they must contribute to it mindful of school protocol and that they are not derogatory of the school or anyone connected with it.

We support all school personnel and will ensure that any abusive comments made about them on social media by pupils or parents that are brought to our attention will be taken very seriously and will be reported to the appropriate authorities.

We as a school community have a commitment to promote equality. Therefore, an equality impact assessment has been undertaken and we believe this policy is in line with the Equality Act 2010.

We all have a responsibility to ensure equality permeates in to all aspects of school life and that everyone is treated equally irrespective of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation. We want everyone connected with this school to feel safe, secure, valued and of equal worth.

We believe it is essential that this policy clearly identifies and outlines the roles and responsibilities of all those involved in the procedures and arrangements that is connected with this policy.

### **Aims**

- To safeguard pupils, school personnel and governors from abuse through social media.
- To safeguard the reputation of the school from abuse through social media.
- To ensure all school personnel are aware of the dangers of using internet social networking sites.
- To ensure that all school personnel use internet social networking websites wisely and cautiously and not jeopardising themselves, others or their place of work.
- To ensure compliance with all relevant legislation connected to this policy.
- To work with other schools and the local authority to share good practice in order to improve this policy.

### **Responsibility for the Policy and Procedure**

#### **Role of the Governing Body**

The Governing Body has:

- delegated powers and responsibilities to the Headteacher to ensure all school personnel and stakeholders are aware of and comply with this policy;
- appointed a member of the school personnel to be in sole charge of the school's website and the school's social media in order to promote the school;
- informed all members of the governing body that they must not:
  - ☐ post confidential school information or information about any member of the school personnel on any social networking site;
  - ☐ make reference to the school or anyone connected to it when using any social networking site;
  - ☐ bring the school into disrepute by making any derogatory, defamatory, discriminatory or offensive comments on any social networking site;
  - ☐ make discriminatory or offensive comments about any member of the school personnel on any social networking site;
  - ☐ make contact with pupils via social networking websites
- responsibility for ensuring that the school complies with all equalities legislation;
- responsibility for ensuring funding is in place to support this policy;
- responsibility for ensuring this policy and all policies are maintained and updated regularly;
- make effective use of relevant research and information to improve this policy;
- responsibility for ensuring all policies are made available to parents;
- nominated the safeguarding governor to:

- ☐ visit the school regularly;
  - ☐ work closely with the Headteacher;
  - ☐ ensure this policy and other linked policies are up to date;
  - ☐ ensure that everyone connected with the school is aware of this policy;
- responsibility for the effective implementation, monitoring and evaluation of this policy

## **Role of the Headteacher**

The Headteacher will:

- work in conjunction with the Senior Leadership Team to ensure all school personnel are aware of and comply with this policy;
- provide guidance, support and training to all school personnel on this topic;
- periodically discuss social networking with all school personnel;
- any answer all queries raised at these periodic meetings;
- regularly monitor the school website and the school's social networking website;
- take disciplinary action in accordance with the school's disciplinary policy if any employee breaches this policy;
- support all school personnel that are subjected to abusive comments made about them on social media by pupils or parents;
- report to the appropriate authorities any abusive comments made on social media to and about school personnel;
- explore the educational benefits of the use of social media;
- work closely with the safeguarding governor;
- provide leadership and vision in respect of equality;
- monitor the effectiveness of this policy;

## **Role of School Personnel**

School personnel must:

- be aware of and comply with all aspects of this policy;
- be aware that the Governing Body will take the necessary disciplinary action if any member of the school personnel breaches this policy;
- not access social networking sites during the school day for their personal use;
- not, when using social media, at any time:
  - ☐ place a child at risk;
  - ☐ post confidential school information or information about any member of the school personnel on any social networking site;
  - ☐ make reference to the school or anyone connected to it when using any social networking site;
  - ☐ bring the school into disrepute by making any derogatory, defamatory, discriminatory or offensive comments on any social networking site;

- ☐ make discriminatory or offensive comments about any member of the school personnel, pupil, parents, governors or the wider community on any social networking site;
  - ☐ make contact with parents or pupils via social networking websites;
  - ☐ contribute or access any social media content which is illegal, discriminatory or otherwise offensive when linked in any way to the school;
  - ☐ harass, bully or intimidate any pupil, parents, member of the school personnel, governor or any member of the local or wider community;
  - ☐ reveal any private or confidential school information
- report to the designated safeguarding lead any communication received from a pupil;
  - report to the designated safeguarding lead any inappropriate communications involving any pupil in any social media;
  - be aware when using their personal social media that it is in their best interests to set all privacy settings to the highest level;
  - implement the school's equalities policy and schemes;
  - report and deal with all incidents of discrimination;
  - attend appropriate training sessions on equality;
  - report any concerns they have on any aspect of the school community

### **Role of Parents/Carers**

Parents/carers will:

- be aware of and comply with this policy;
- not make contact with school personnel via social networking sites;
- not make abusive comments about any member of the school personnel on social media;
- work in partnership with the school;
- comply with this policy for the benefit of their children;
- be asked to take part periodic surveys conducted by the school;
- support the school Code of Conduct and guidance necessary to ensure smooth running of the school

### **Raising Awareness of this Policy**

We will raise awareness of this policy via:

- CPOMs library
- meetings with school personnel
- periodic training updates

## Training

We:

- have in place appropriate training for this policy that is undertaken by a registered training provider that covers:
  - ☐ All aspects of this policy
  - ☐ Staff Code of Conduct
  - ☐ Anti-Bullying
  - ☐ Grievance Procedure
  - ☐ Disciplinary Procedure
  - ☐ Whistle Blowing
  - ☐ Equal opportunities
  - ☐ Inclusion
- ensure the content of all training is correct, delivered well and engages staff
- can provide data that evidences staff understanding via certificates given following an end of training test by National College CPD

## Equality Impact Assessment

Under the Equality Act 2010 we have a duty not to discriminate against people on the basis of their age, disability, gender, gender identity, pregnancy or maternity, race, religion or belief and sexual orientation.

This policy has been equality impact assessed and we believe that it is in line with the Equality Act 2010 as it is fair, it does not prioritise or disadvantage any pupil and it helps to promote equality at this school.

## Race Disparity Audit

We acknowledge the findings of the Race Disparity Audit that clearly shows how people of different ethnicities are treated across the public services of health, education, employment and the criminal justice system.

The educational section of the audit that covers: differences by region; attainment and economic disadvantage; exclusions and abuse; and destinations, has a significant importance for the strategic planning of this school.

## Monitoring the Implementation and Effectiveness of the Policy

The practical application of this policy will be reviewed annually or when the need arises by the coordinator, the Headteacher and the nominated governor.

## Linked Policies

- Anti-Bullying
- Dealing with the Press/Media
- Disciplinary Procedure
- Grievance Procedure
- School Personnel Code of Conduct
- Whistle Blowing
- Class Dojo

We believe this school policy:

- is an essential part of the school;
- supports staff in managing certain situations;
- forms an important framework that will ensure consistency in applying values and principles throughout the establishment;
- provides guidance, consistency, accountability, efficiency, and clarity on how the school operates;
- ensures compliance with laws and regulations, gives guidance for decision-making, and streamlining internal processes;
- is designed to influence and determine all major decisions, actions and all activities taking place within the boundaries set by them;

<b>Headteacher:</b>	Sue Chapman	<b>Coordinator</b>	Liz Bonneylkke
<b>Chair of Governing Body:</b>	Karen Sewell	<b>Safeguarding Governor</b>	Linda Sayers

Date written: 20<sup>th</sup> October 2022

Review: Annually