



# Social Media Policy

(Including use of Mobile Phones, Tablets and digital photography)

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Ratification Date	17.02.16
Renewal Date	Annually

St Andrews Major C/W Primary School

Social media and social networking sites play an important role in the lives of many of our children. It is recognised that the use of social media bring risks, but equally there are many benefits. This document gives clarity to the way in which social media are to be used by pupils and school staff at St Andrews Major C/W Primary School.

Social Media sites such as 'Twitter' and 'Facebook' state that children should be 13 years of age to use them (this was initially developed from American law). Therefore, no primary age children should be using or accessing these types of social media sites.

There are five key aspects to the use of social media:

- A. The 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.

#### **The use of social networking sites by pupils within school.**

**Social network sites should never be accessed/used within school by pupils independently.**

If social media sites are used then staff should carry out a risk assessment to determine which tools are appropriate.

#### **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 for Personal Use:

- i. Staff must never add pupils as friends/associates into their personal accounts for example: Instagram, Twitter, Pinterest, Tumblr etc...
- ii. Staff must not post pictures or comments of school events without the Headteacher's consent.
- iii. Staff must not use social networking sites within lesson times.
- iv. Staff can only 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 should read and comply with 'Guidance for Safer Working Practice for Adults who Work with Children and Young People'.

Inappropriate use by staff should be referred to the Headteacher in the first instance and then the LA Safeguarding Officer.

#### **Creation of network accounts by staff for use in education.**

The school has a designated Facebook page and a Twitter account.

All additional social media sites must be approved by the Headteacher in advance of any

educational work being undertaken.

### **Comments posted by parents/carers.**

Parents and carers will be made aware of their responsibilities via newsletters and website etc. regarding their use of social networking. Methods of school communication regarding e-safety and safe use of social media will be also be posted on the website and newsletters. Parents are also reminded verbally e.g. at Class Worship, concerts and induction events.

- i. Parents are not expected to post pictures of pupils other than their own children on social networking sites and should respect other parents' rights regarding this.
- 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.

### **E. Dealing with incidents of online bullying**

In the case of any online bullying, the school's Anti Bullying Policy should be followed.

Use of social networking sites to harass, bully or intimidate is covered by law irrespective of when/where the post is made.

## **Safeguarding of Children**

### **Use of Mobile Phones, I pads/tablets and Digital Photography Policy**

Children have their photographs taken to provide evidence of their achievements for their development records. **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 purposes during the school day.**

### **Procedures**

- i. Under the data protection act of 1998 school must seek parental consent to take photographs and use film recorders. Photographs will be stored on the school network and Hwb+ which is pass word protected, when photographs are no longer required, they will be shredded or deleted from the school network.
- ii. Photographs can be printed in the setting by staff and images used appropriately.
- iii. Photographs may be taken during indoor and outdoor play and learning and displayed in school and in albums or a child's development records for children and parent /carers, governors, Estyn, LA/Consortium officers to look through.
- iv. Often photographs may contain other children in the background.
- v. Events may be recorded by film recorders or photographs taken by staff and parent/carers, but always in full view of all attending. Parents must not post/upload photographs or film recorded on the school premises on any social media platforms e.g. Facebook, Twitter, Youtube,

Instagram etc. unless they can guarantee no child/children (other than their own) can be seen in the image or film.

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, parental permission will be required. (Home/School agreement signed on school entry and/or letters of consent as appropriate)

vii. **Visitors may only use their phones outside the building and should be challenged if seen using a camera inappropriately or photographing children.**

viii. The use of cameras and mobile phones are prohibited in toilets and changing areas.

ix. Staff are asked not to make personal calls during their working hours. However in urgent cases a call may be made or accepted if deemed necessary and by arrangement with the Headteacher.

x. All school cameras and film recorders should be kept securely at all times and used with appropriate authority.

xi. No devices such as phones or Ipads/tablets should be brought in from home to use in school by pupils. This ensures that filters are used appropriately.