



# Social Media Policy

(Including use of mobile phones, tablets and digital photography/film)

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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 brings 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.

Many social media sites state that children should be 13 years of age to use them. 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. This does not include the use of See-saw which is deemed suitable for pupils to use both inside and out of school and all settings are controlled by school.

### **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:

- Staff must never add pupils as friends/associates into their personal accounts for example: Instagram, Twitter, Facebook, Pinterest, Tumblr etc.
- Staff must not post pictures or comments of school events without the Headteacher's consent.

- Staff must not use social networking sites within lesson times – unless for school use e.g. posting an event or photo on the school Twitter site.
- Staff should follow guidance from the EWC '*Guide to using social media responsibly*'.
- Staff should review and adjust their privacy settings to give them the appropriate level of privacy and confidentiality.

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

- Parents are not permitted to post school based pictures of pupils other than their own children on social networking sites and should respect other parents' rights regarding this.
- Parents should make complaints through official school channels rather than posting them on social networking sites.
- 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, iPads/tablets and Digital Photography

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 during the school day. This includes volunteers/parents accompanying classes on school trips.

### Procedures

- Under the Data Protection Act 2018 school must seek parental consent to take photographs/films. Photographs/films will be stored on the school sharepoint and school iPads, when photographs are no longer required, they will be deleted.
- Photographs can be printed in the setting by staff and images used appropriately.
- Photographs may be taken and displayed in school and in albums or a child's development records/see-saw for children and parent /carers, governors, Estyn, LA/Consortium officers to look through.
- Often photographs may contain other children in the background and this is acceptable.
- Events may be recorded or photographs taken by staff and parent/carers, but always in full view of all attending. Parents must not post/upload photographs or films 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.
- 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. In this instance, parental permission will be required. (letters of consent are collected upon entry to school see appendix 1)
- **Visitors may only use their phones outside the school site and should be challenged if seen using a camera inappropriately or photographing children.**
- The use of cameras and mobile phones are prohibited in toilets and changing areas.
- Staff are asked not to make personal calls/check their phone during their working hours. However in urgent cases a call may be made or accepted if

deemed necessary and by arrangement with the Headteacher. Phones can be used during designated staff break time.

- All school devices should be kept securely at all times and used with appropriate authority.
- No devices such as phones, smart watches, or iPads/tablets should be brought in from home to use in school by pupils. This ensures that filters are used appropriately.
- Year 6 pupils are permitted to bring in phones if parents request in writing. These are to be for the purposes of safety when walking home only and are not to be used in school in any circumstances. The phone must be switched off before entering the school site and not switched on again until they have left. These phones are to be stored by the Y6 teacher.

Appendix 1



ST ANDREW'S MAJOR C/W PRIMARY SCHOOL  
PARENTAL CONSENT FORM

Information Date: .....

Pupil	
Name	
Class	

Parent/carer	
Name	
Relationship to pupil	
Address	
Phone	
Mobile	
Email	

Please indicate whether you have given you consent in each case by ticking the box on the right-hand side, and sign and date the form on the last page.

**On-site activities**

*I give my permission for my child to:*

Use the internet in line with the school's acceptable usage policy	
Participate in supervised online conference calls e.g. Zoom, Teams, GoogleMeet during curriculum projects	
Take part in food preparation/cooking and tasting activities	

*Please outline any food allergies/specific dietary requirements*

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**Off-site activities**

*I give my permission for my child to:*

Supervised visits/sport events to local destinations (within 3 miles) away from the main school site	
Supervised one-day non-residential visits within the UK (These would still be subject to standard school/letter permission slips)	
Supervised swimming off site (Cardiff International Pool)	

## Medical Consent

*I give my permission for:*

My child to be given first aid by a trained member of staff during any on-site or off-site activity	
My child to receive any urgent dental, medical or surgical treatment, including anaesthetics, as may be considered necessary by the medical authorities present, during any on-site or off-site activity	
My child's information to be shared with the NHS and other relevant health professionals	
Staff to administer the medicines as specified on signed medication forms	

*Please outline any medical conditions/allergies*

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**Use of information and image (including photographs and video recordings)**

*I give my permission for my child's:*

Image to be used as part of school wall displays/class activities	
Image (not named) to be used on the school website/prospectus	
Image (not named) to be used in external media, e.g local newspaper	
Image (not named) to be used on our school Twitter feed	
Image (not named) to be taken as part of class/school photo for distribution and/or sale	
Named work to be displayed around the school on wall displays	
Image (not named) to be used on the School Youtube channel	

**Newsletters and Communication**

*I give my permission:*

To receive the weekly newsletter via Ping, including fundraising and marketing messages e.g. from PTA and Governors	
To receive information by Ping	

*The information in this form will be used throughout your child's time at school. You may withdraw you consent for any part of it at any time by contacting the school.*

***Please sign and date the form before returning it to school***

..... Date .....