Social Media Policy
Valence Primary School
January 2016

Rationale

Social media is a fast developing and prevalent area of 21st century life, defined as any web-based communication platforms that allow users to communicate and interact in a variety of different formats; allowing for user-generated content to emerge though virtual interactions. At Valence, we recognise the importance of developing respect and responsibility in pupils who will use social media when they become of age as well as staff who make use of social media in their personal or professional lives. We work to integrate responsible use of social media into E-Safety lessons and model appropriate behaviour on social media in other areas of the curriculum.

The school also recognises the potential social media has to serve as a communicative tool with parents and utilizes it to share content within our community.

Purpose

The purpose of this policy is to:

- Ensure that the school is not exposed to legal risks
- Ensure that social media is presented and used in a responsible manner so that the reputation of the school is not adversely affected
- Guide members of staff in their use of personal social media while maintaining morality within the community
- Regulate how social media is presented to pupils

Technologies used

For use in a communicative manner, technologies used by members of staff on behalf of the school include: Facebook (Facebook.com/valenceprimary), Twitter (@Valenceprimary), Youtube (V Primary) and the school website. For use in both the computing curriculum and throughout the wider curriculum, technologies used in the class teaching include: Facebook, Twitter, Kidblog, email (Office365) and any other online based platform where children can communicate with each other. For personal use guidance applies to all forms of social media that staff choose to use where they interact with others online.

Roles and Responsibilities

The Computing Coordinator, under direction of the Headteacher, is responsible for the delegation of access to the school social media accounts. The Computing Coordinator and any members of staff with posting access will be responsible for moderating content and interactions on the accounts to ensure they are in line with the Social Media Policy. Class teachers using the accounts with pupils will be responsible for posting appropriate content. The passwords for the accounts will be stored in a private folder on the internal network and access will be restricted.

Use on Behalf of the School

Staff with access to the school social media accounts (referred to as staff with access) must ensure that content posted on the accounts reflects the respectful and inclusive ethos prescribed by the school. Staff using the accounts on behalf of the school may not comment on or reply to any statement that could bring the school's reputation into disrepute. Furthermore, staff recognise that content posted is a permanent representation of the school and content/interactions with community members will be monitored.

Photos of pupils may not be stored on personal devices and must be checked against the photo permission list before posting photos of the children online to ensure privacy is respected at all times. Photos of pupils will not be posted with names attached. The work posted to the accounts reflects the learning inside the school and must uphold the high standards set within the school. Use of the school social media accounts must adhere to Child Protection and Data Protection Policy at all times.

Staff with access will only post content during non-teaching time, unless using the accounts with pupils for the purpose of teaching social media, and must not use personal electronic devices while pupils are present (see Code of Conduct).

Access to accounts must never be shared with anyone other than those designated and each member of staff with access is accountable for their use of the school social media as per the disciplinary policy.

School Facebook

Facebook (facebook.com/valenceprimary) will be used to share examples of children's work, updates and accomplishments in-school. Anyone may 'like' the school Faceboook page, comment and interact with the content in a respectful manner expected for any interaction that would happen on school property. Failure to comply with the community standards will result in the user being blocked from the page.

Due to the nature and policies of Facebook, interactions will be moderated after they have been posted by blocking the infringing party. The school Facebook account will not be used to 'like', follow, or comment on individual profiles.

School Twitter

Twitter (@Valenceprimary) will be used to share quick examples of work, events and accomplishments within the school community. Anyone may 'follow' the school Twitter page, retweet, comment on and interact with the content in a respectful manner that would be expected for any interaction that would happen on school property. Failure to comply with community standards set by Twitter and the school, will result in the user being blocked form the page. The school twitter page will not be used to 'follow' individual profiles.

School Website

The school website (www.valenceprimaryschool.com) will serve as the main communication tool where all policies and statutory documents are shared. The social media accounts may refer users to the website for additional information. All significant events in the school community and outstanding examples of pupil's work may be shared on the school website.

Use by Staff for Personal Reasons

The school recognises that members of staff may choose to engage in social media to interact with their community. It is important for all staff to protect their professional reputation by using their personal accounts in an appropriate manner. All staff members have a responsibility to ensure that they protect the reputation of the school and treat colleagues and members of the school community with professionalism and respect. The following guidelines are issued for staff.

- Staff must never add pupils as 'friends' into their personal accounts and if a pupil attempts to contact a member of staff it must be reported to the Lead for Child Protection and Computing Coordinator immediately.
- Staff are strongly advised not to add parents as 'friends' into their personal accounts.
- Staff must not use any form of social media during school hours (for personal use)
- Staff should review and adjust their privacy settings (and limit all content to 'friends only') every three months as privacy options are updated regularly on social media sites and a profile may no longer be protected after a period of time, providing public access to parents and pupils.
- Staff should refrain from discussing matters related to the school in public forums.

A breach in policy could result in disciplinary action in accordance with misconduct or gross misconduct procedures to which the school and Local Authority Dismissal and Disciplinary Policies apply.

Use Within the Curriculum

It is a requirement of the National Curriculum that Pupils:

"are responsible, competent, confident and creative users of information and communication technology"

In Key Stage 1, pupils should be taught to:

"Use technology safely and respectfully, keeping personal information private; identify where to go for help and support when they have concerns about content or contact on the internet or other online technologies"

In Key Stage 2, pupils should be taught to:

"Use technology safely, respectfully and responsibly; recognise acceptable behaviour; identify a range of ways to report concerns about content and contact."

Teaching of Social Networking

Children have access to Social networking platforms such as email, or blogging websites as a means of safe social networking. Appropriate and respectful behaviour on these platforms is explicitly taught and concerns of misuse are to be forwarded to the Computing Coordinator for investigation and action where necessary. Parents will be made aware of more serious cases.

The computing curriculum provides opportunities for children to be reminded of their 'digital footprints' as well as their responsibilities online and where to report concerns. Depending on the privacy policy of the company, it is a violation for users under the age of 13 to have or use social media accounts. Therefore, at no times will children have direct access to school or personal social media accounts. The school accounts may only be used by a member of staff with access, during a lesson for the purpose of teaching/learning.

Use by parents and visitors

Any member of the community may comment, 'like' or interact with content on any of the school social media accounts. The school also recognises that parents and carers may choose to use their own personal accounts to comment on matters in and out of the school community.

Use of social media/recording devices in school

During performances or other events where parents or visitors are invited into the school, they are permitted only to use personal devices to record/photograph their children individually. To adhere to Child Protection Policies, the school will prevent the recording or photographing of children whose parents/carers have not given photo permission. This policy will be enforced by all members of staff and violations will be forwarded to the Headteacher as appropriate. At no time are visitors to record a member of staff.

Personal use of social media by Parents and Carers

The school encourages all members of the community in the same responsible and respectful use of social media that is taught to pupils. All matters regarding the school are to be communicated via appropriate channels (see complaints procedure) so that they may be dealt with fairly and effectively for all concerned. Abusive, libellous or defamatory comments on social media regarding the school, staff or pupils will be reported to the site's 'report abuse' section for immediate removal.

Complaints Procedure

If a parent/carer or member of staff has any concerns or complaints with regard to social media, an appointment can be made by them to speak to the Computing Coordinator or a member of the school leadership team, who will investigate the complaint and if necessary will be able to advise on formal procedures for complaint.

Signed and approved ………………………………………………………………………………………Date…………………
Chair of Governors

Review Date:- March 2017