Social Media Policy

Kington St. Michael CE Primary School fully recognises its responsibilities for E-Safety

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1. Purpose and scope

This policy aims to:

Set guidelines and rules on the use of school's social media channels
Establish clear expectations for the way members of the school community engage with each other online
Support the school's policies on data protection, online safety and safeguarding
Staff, students and parents/carers are required to read, understand and comply with this social media policy.

This policy applies to the use of social media for both business and personal purposes, whether during school/working hours or otherwise.

It applies regardless of whether the social media is accessed using:

- School IT facilities and equipment
- Equipment belonging to members of staff and pupils
- Any other IT/Internet-enabled equipment
- All members of the school should bear in mind that information they share through social networking applications, even if they are on private spaces, may be subject to copyright, safeguarding and data protection legislation. Everyone must also operate in line with the school's equalities, harassment, child protection, safer recruitment, and online safety and ICT acceptable use policies.

1.1 Definition of social media
1. For the purposes of this document, 'social media' is considered to include all technologies that allow individuals to communicate and share information (including photos and video). This includes group messaging services such as WhatsApp.

2. **Use of official school social media**
The school does not currently have any official social media channels.
Should the school obtain official social media channels in the future, these accounts will be managed by Tracey Davis as School Business Manager. Staff members who have not been authorised by Tracey Davis to manage, or post to, the account, must not access, or attempt to access, these accounts.
Abusive, racist, sexist, homophobic or inflammatory comments
Comments we consider to be spam
Personal information, such as telephone numbers, address details, etc.
Posts that advertise commercial activity or ask for donations
Every reasonable effort will be taken to politely address concerns or behaviour of individual users, following the school's complaints policy. If users are repeatedly abusive or inappropriate, they will be blocked.
Staff responsible for our social media accounts will also ensure that all content shared on social media platforms is age appropriate for the school community.

3. **Personal use of social media by staff**
The school expects all staff (including governors and volunteers) to consider the safety of pupils and the risks (reputational and financial) to the school when using social media channels, including when doing so in a personal capacity. Staff are also responsible for checking and maintaining appropriate privacy and security settings of their personal social media accounts.
Staff members will report any safeguarding issues they become aware of.
When using social media, staff must not:
Use personal accounts to conduct school business
Accept 'friend requests' from, or communicate with, pupils past or present
Complain about the school, individual pupils, colleagues or parents/carers
Reference or share information about individual pupils, colleagues or parents/carers
Post images of pupils
Express personal views or opinions that could be interpreted as those of the school
Link their social media profile to their work email account
Use personal social media during timetabled teaching time

Any concerns regarding a member of staff's personal use of social media will be dealt with in line with the staff behaviour policy.

Any communication received from current pupils (unless they are family members) on any personal social media accounts will be reported to the designated safeguarding lead (DSL) or member of the senior leadership team immediately.

Staff should not also do not have contact via personal accounts with past pupils (if ongoing communication is required, this should be using via official school channels).

4. **Personal use of social media by pupils**
The school encourages pupils to
Be respectful to members of staff, and the school, at all times
Be respectful to other pupils and parents/carers
Direct any complaints or concerns through the school's official channels, so they can be dealt with in line with the school's complaints procedure
Pupils should not use social media to:
Complain about individual members of staff
Complain about the school
Make inappropriate comments about members of staff, other pupils or parents/carers
Post images of other pupils without their permission
Any concerns about a pupil's social media use will be dealt with in line with the school's behaviour policy.

5. **Personal use of social media by parents/carers**
The school expects parents/carers to help us model safe, responsible and appropriate social media use for our pupils.
When communicating with the school via official communication channels, or using private/independent channels to talk about the school, parents and carers should:

- Be respectful towards, and about, members of staff and the school at all times
- Be respectful of, and about, other parents/carers and other pupils and children
- Direct any complaints or concerns through the school's official channels, so they can be dealt with in line with the school's complaints procedure
- Parents/carers should not use social media to:
- Complain about individual members of staff, other parents/carers or pupils
- Complain about the school
- Make inappropriate comments about members of staff, other parents/carers or pupils
- Draw attention to, or discuss, behaviour incidents
- Post images of children other than their own

5.1 **WhatsApp groups**
We expect parents/carers to follow the above social media guidelines when using class WhatsApp groups.

6. **Training and awareness**
Staff will receive annual updates as part of their safeguarding training at the beginning of the academic year. Any in-year amendments or updates to Keeping Children Safe in Education will be that directly affect this policy will be given by the Designated Safeguarding Lead.
Induction of new staff will also include details of this policy and related policies.
7. Monitoring and review
We reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including but not limited to social media postings and activities, for legitimate business purposes. This includes ascertaining and demonstrating that expected standards are being met by those using the systems, and for the detection and investigation of unauthorised use of the systems (including where this is necessary to prevent or detect crime).

The Head Teacher will monitor the implementation of this policy, including making sure that it is updated to reflect the needs and circumstances of the school.

This policy will be reviewed every two years, by The Online Safety Working Group and then the Governing body.

8. **Related policies**

- Child protection policy
- ICT and internet acceptable use policy
- Behaviour policy
- Staff behaviour policy
- Mobile phone use policy