

BARNS GREEN PRIMARY SCHOOL

Social Media Policy

OUR SCHOOL VISION

We will help our pupils
We will
We will allow them to
We will help them

Learn
Inspire them,
Flourish and
Excel

These are the building blocks for a successful **LIFE**.

We are a child-centred school. Every decision we make is in the child's interest.

We encourage pupils to become confident learners.

We are all members of a Learning Family and we speak and listen to each other honestly.

We listen especially carefully to our pupils.

We recognise the value of individuality.

We make sure every child can achieve excellence.

We celebrate everyone's success and learn from our mistakes.

Ours is a safe, caring and happy school.

2014

Issue no
1

Date
11/09/2017

Responsible Governors
Full Governing Body

Review in
Autumn term 2018

BARNS GREEN PRIMARY SCHOOL

Social Media Policy

Social media and social networking sites play an important role in the lives of many people. We recognise that sites bring risks, but equally there are many benefits to be reaped. This gives clarity to the way in which social media/mobile phones are to be used by pupils, governors, visitors, parent helpers and school staff at Barns Green Primary School and third parties who have access to Barns Green Primary School's electronic communication systems and equipment. It will also provide guidance for parents.

POLICY SCOPE:

1. This policy applies to all forms of Social Media including:
 - a. all blogs (including personal blogs)
 - b. wikis
 - c. forums, including professional and personal ones
 - d. social networks (including but not limited to
 - i. facebook
 - ii. twitter
 - iii. Instagram
 - e. participation in any video related to Barns Green Primary School (e.g. local or national coverage)
 - f. participation in any newspaper or magazine coverage related to Barns Green Primary School.
2. This policy applies to social media activities which take place both in and outside of work, whether or not the social media is accessed using Barns Green Primary School facilities and equipment or equipment belonging to members of staff.

KEY AREAS

1. **The use of social networking sites by pupils within school**
2. **Use of social networking by staff in a personal capacity**
3. **Comments posted by parents/carers**
4. **Dealing with incidents of online bullying**

1. The use of social networking sites by pupils within school

The school's Acceptable Use Policy (AUP) outlines the rules for using IT in school and these rules therefore apply to use of social networking sites. Such sites should not be used/accessed in school unless under the direction of a teacher and for a purpose clearly apparent from the learning objective of the relevant learning experience.

In terms of private use of social networking sites by a child it is generally understood that children under the age of 13 are not permitted to be registered, including Facebook and Instagram to name two.

2. 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 are issued to staff:

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BARNES GREEN PRIMARY SCHOOL

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- Staff must **never** add pupils as 'friends' into their personal accounts (including past pupils under the age of 16).
- Staff are **strongly advised** not to add parents as 'friends' into their personal accounts.
- Staff **must not** post comments about the school, pupils, parents or colleagues including members of the Governing Body.
- Staff must not use social networking sites within lesson times (for personal use).
- Staff should only use social networking in a way that does not conflict with the current National Teacher's Standards.
- Staff should regularly review and adjust their privacy settings to give them the appropriate level of privacy and confidentiality.
- 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 may lead to disciplinary action.

3. Comments posted by parents/carers

Parents and carers will be made aware of their responsibilities regarding their use of social networking. Methods of school communication include the prospectus, the website, newsletters, letters and verbal discussion. School policies and documents provide further information regarding appropriate channels of communication and means of resolving differences of opinion. Effective communication following principles of mutual respect is the best means of ensuring the best learning experiences for the child.

Parents must not post pictures of pupils, other than their own children, on social networking sites where these photographs have been taken at a school event, unless they have the express permission of the other pupil(s) parent/carer.

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.

4. Dealing with incidents of online bullying/inappropriate use of social networking sites

The school's Anti-Bullying Policy sets out the processes and sanctions regarding any type of bullying by a child on the school roll.

In the case of inappropriate use of social networking by parents, the Governing Body will contact the parent asking them to remove such comments and/or pictures and seek redress through the appropriate channels such as the Complaints Policy and will send a letter.

The Governing Body understands that there are circumstances in which police involvement is appropriate. These include where postings have a racist element or where violence is threatened or encouraged. Furthermore, laws of defamation and privacy still apply to the web and it is unlawful for statements to be written which:

- expose (an individual) to hatred, ridicule or contempt
- cause (an individual) to be shunned or avoided
- lower (an individual's) standing in the estimation of right-thinking members of society or
- disparage (an individual in their) business, trade, office or profession."

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