



"A Local School with a Global Perspective"



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## Shaftesbury Park Primary School

### Social Media Policy

#### 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 through virtual interactions. At Shaftesbury Park, 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 ESafety 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:

- Safeguard all pupils
- 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/ShaftesburyParkPrimary-School), Twitter (@ShaftesburyPk), and the school website. These platforms are used to celebrate good work, share enrichment activities and generally used to keep parents up-to-date with school life. All parents have the option of opting their child out of any social media involvement by signing a 'Media Consent' form.

#### 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 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.

### Roles and Responsibilities - use on the behalf of the school

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 (one other member) will be responsible for moderating content and interactions on the accounts to ensure they are in line with the Social Media Policy. The content posted on the accounts must reflect 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. Any footage/photographs taken by outside companies e.g. school workshops etc should first gain the consent from the child's parent before editing or posting the content, this should once again depict a positive representation of the school.

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 at a time that is appropriate and should not be during teaching time or whilst on playground duty. The passwords for the accounts will be stored in a private folder on the internal network and access will be restricted.

**School Facebook** - Facebook ([facebook.com/shaftesburyparkprimary-school](https://facebook.com/shaftesburyparkprimary-school)) will be used to share examples of children's work, updates and accomplishments in-school. Anyone may 'like' the school Facebook 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 (@Shaftesburypk) 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 from the page. The school twitter page will not be used to 'follow' individual profiles, however can be used to follow organisations and other schools that have connected with the school.

**School Website** - The school website ([www.shaftesburypark.wandsworth.sch.uk/](http://www.shaftesburypark.wandsworth.sch.uk/)) will serve as the main communication tool where all policies, statutory documents, curriculum information, Bilingual stream and school updates 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.

## Individual use of social media

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:

- Not accepting friend requests from current pupils, or ex-pupils under the age of 13
- Notifying the parents if a child sends a friend request
- Using extreme caution when corresponding with parents via social media, and preferably using a school email address instead
- Not discussing anything to do with school, pupils or other staff members, or posting photos of school events
- Only posting things that they would be happy to be attributed to them as a teaching professional
- Not identifying themselves as being associated with the school
- Using the tightest privacy settings possible
- Not using social media on school devices, or on personal devices while on the school premises
- Safeguarding concerns should be directed to the Headteacher and Assistant Headteacher.

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.

Parental guidelines include:

- Not posting photos, videos or comments that include other children at the school, this includes assemblies and school visits (unless with their parental permission)
- Not using social media on their own devices while on school premises
- Not accessing social media while helping at school or on school visits
- Raising queries, concerns and complaints directly with the school rather than posting them on social media - whether on their own pages, in closed groups (e.g. groups set up for school parents to communicate with each other) or on the school's pages
- Not posting anything malicious about the school or any member of the school community
- Safeguarding concerns should be directed to the Headteacher and Assistant Headteacher.

Child guidelines:

- Not join any social networking sites if they are below the permitted age (13 for most sites including Facebook and Instagram)
- Tell their parents if they are using the sites, and when they are online
- Be aware how to report abuse and inappropriate content
- Not access social media on school devices, or on their own devices while they're at school
- Not make inappropriate comments (including in private messages) about the school, teachers or other children
- Safeguarding concerns should be directed to the Headteacher and Assistant Headteacher.

Violations will be forwarded to the Headteacher as appropriate.

## 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.

**Date: Spring 2017**

**Reviewed: Spring 2019**

**Reviewed by: Debbie McKenzie-Arday - Computing Lead**