



# WELLESLEY PRIMARY SCHOOL

Social Media Policy

Issue No: 8  
Date: October 2022

Approved by Governors: 21<sup>st</sup> November 2022

# Social Media

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## Change Record Sheet

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Issue No	Date	Summary of Change	Amended by:
5	October 2019	Policy Reviewed	Heather Small
6	October 2020	Policy Reviewed	Heather Small
7	November 2021	Policy Reviewed	Heather Small
8	October 2022	Policy Reviewed	Heather Small

## Summary

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This policy will be reviewed every year.

This policy has been reviewed to ensure that it meets the requirements of the equalities impact assessment.

Please read in conjunction with our E-Safety, IT Security and other relevant documents

# Social Media

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## Introduction

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- 1.1. The Governing Body of the school is committed to ensuring the responsible use of social media. It recognises that the use of social networking sites has become a significant part of life for many people. The purpose of this policy is to ensure that:
- We protect our pupils from the dangers of social media.
  - We prevent and avoid damage to the reputation of the school through irresponsible use of social media.
  - We protect staff from cyber bullying and potentially career damaging behaviour.
  - School staff are aware of their responsibilities in connection with the use of social networking sites, and how this may impact on their employment.
  - School staff maintain a professional distance from pupils, and therefore should not be involved in social networking with pupils either in or outside of school.

## 2. Scope

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- 2.1. This Policy applies to all members of the school community.
- 2.2. This policy covers personal use of social media as well as the use of social media for official school purposes, including sites hosted and maintained on behalf of the school.
- 2.3. Members of the school community are expected to comply with this policy at all times to safeguard and protect the privacy, confidentiality and interests of the School, pupils, Local Authority, and the wider school community.

## 3. Aims

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- 3.1. The policy aims to:
- Enable everyone to use social networking sites safely and securely;
  - Ensure that everyone is aware of the risks associated with the inappropriate use of social networking sites;
  - Safeguard school staff in connection with the use of social networking sites and to ensure they do not put themselves in vulnerable positions.

# Social Media

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## 4. Key Roles & Responsibilities

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- 4.1 The Governing Body has overall responsibility for the implementation of the Social Media Policy and procedures of the school.
- 4.2 The Governing Body has responsibility for ensuring that the Social Media Policy, as written, does not discriminate on any grounds, including but not limited to: ethnicity/culture, religion, gender, disability or sexual identification.
- 4.3 The Governing Body has responsibility for handling complaints regarding this policy as outlined in the school's Complaints Policy.
- 4.4 The Headteacher will be responsible for the day-to-day implementation and management of the policy and procedures.
- 4.5 Staff, including teachers, support staff and volunteers, will be responsible for following the policy and for ensuring pupils do so also.
- 4.6 Parents and carers will be expected to take responsibility for the social media habits of their child/children at home.
- 4.7 Parents and carers will be expected to promote safe social media behaviour.

## 5. Definition

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- 5.1. For the purposes of this policy, social media is a type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum. This includes, but is not limited to, online social forums such as Facebook, Twitter and LinkedIn. Social media also covers blogs and video and image sharing websites such as YouTube, Instagram, TikTok and Flickr.
- 5.2 Wellesley Primary School defines 'members of the school community' as:
  - any teacher, member of support staff, individuals engaged by the school in a paid or voluntary capacity, including parent helpers, governors, agency workers, and those on work experience placements (collectively referred to as 'staff' in this policy).
  - Parents/Carers
  - Pupils
- 5.3 Wellesley Primary School defines 'cyber bullying' as any use of social media or communication technology to bully an individual or group.

## 6. Training of Staff

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## Social Media

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- 6.1 Teachers and support staff will receive training on the Social Media Policy as part of their new starter induction and have an annual review of the key points at the beginning of each academic year.

## 7. Social Media use - Staff

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- 7.1. All school staff should be aware when using social networking sites that anything said, shown or received could be made available to a wider audience than originally intended. They should follow and understand the following principles:
- Employees and individuals otherwise engaged by the school are not permitted to access social networking sites for personal use via school information systems or school equipment at any time.
  - They must not accept pupils/students as 'friends' and must not approach pupils/students to become their friends on social networking sites. Personal communication of this nature could be considered inappropriate and unprofessional and make that individual vulnerable to allegations.
  - Any student-initiated communication, or on-line friend requests must be declined and reported to the Headteacher or designated school child protection colleague.
  - Staff are advised not to be online friends with ex pupils of the school or pupils from other schools.
  - They should not share any personal information with any pupil; including personal contact details, personal website addresses or social networking site details.
  - If staff are online 'friends' with any parent/carer linked with the school, they must ensure that they do not disclose any information or otherwise post details which may bring themselves or the school into disrepute. Staff must not engage in any on-line discussion about any child attending the school via social media.
  - School staff must not disclose, on any social networking site, any information that is confidential to the School, Governing Body, or Local Authority; or post anything that could potentially bring the School, Governing Body or Local Authority into disrepute.
  - They must not disclose any personal data or information about any individual/colleague/pupil, which could be in breach of the General Data Protection Regulation.
  - Staff should not post photographs of pupils, under any circumstances, and should not post photographs of colleagues or others in the school community without their express permission.
  - Care should be taken to avoid using language which could be deemed as offensive to others.
  - Staff are strongly advised to take steps to ensure their on-line personal data is not accessible to anybody they do not wish to access it. For example, they are advised to check the security and privacy settings of any social networking site they subscribe to and set these to maximum.

## 8. Using Social Media on behalf of Wellesley Primary School

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- 8.1 Staff members can only use official school sites for communicating with pupils or to enable pupils to communicate with one another.

## Social Media

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- 8.2 Staff members must at all times act in the best interests of children and young people when creating, participating in or contributing content to social media sites.
- 8.3 Information provided must be worthwhile and accurate.
- 8.4 Staff members must respect their audience and be sensitive in the tone of language used.
- 8.5 Personal opinions should not be expressed on official sites.
- 8.6 The content and postings in Wellesley Primary hosted sites will be moderated by the school.
- Wellesley Facebook Account
  - Wellesley Website
  - Wellesley Twitter Account
  - Wellesley Vimeo Account
- 8.7 Social media sites linked to school such as through FOWs or Class Pages must follow policy guidelines and ensure that the good name of the school is preserved and not brought into disrepute.
- 8.8 If social networking sites are being used for school purposes personal comments should not be posted.

## 9. Social Media Use – pupils and parents/carers

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- 9.1 Pupils may not access social media during lesson time, unless it is part of a curriculum activity.
- 9.2 Pupils and parents/carers **must not** attempt to 'friend' or otherwise contact members of staff through social media.
- 9.3 Staff will not accept 'friend' requests if the relationship is purely staff/parent, and there is no other previous or alternative relationship.
- 9.4 Parents/Carers must not post pictures of other pupils on social media sites.
- 9.5 Parents/Carers should not use social media on their own devices whilst on school premises or whilst on school visits.
- 9.6 Parents should raise 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.
- 9.7 Pupils and parents/carers must not post content online which is damaging to the school or any members of the school community.
- 9.8 Parents will be informed about key messages from this policy annually with our social media flier and with reminders at key events and on the school newsletter.

## Social Media

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- 9.9 Wellesley Primary School does not support pupils signing up to social media sites that have an age restriction above the pupil's age, They are encouraged to inform parents about their online activities.

## 10. Breaches of the Policy

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### Staff

- 10.1. While the Governing Body does not discourage school staff from using social networking sites, staff should be aware that the Headteacher/Governing Body will take seriously any circumstances where such sites are used inappropriately, including any usage that is considered to be cyber bullying or harassment.
- 10.2. The Headteacher may exercise his/her right to monitor the use of the School's information systems, including internet access, where it is believed unauthorised use may be taking place. If such monitoring detects the unauthorised use of social networking sites, disciplinary action may be taken.
- 10.3 If any instances or allegations of inappropriate use of social networking sites are brought to the attention of the Headteacher/Governing Body, disciplinary action may be taken.
- 10.4. The Governing Body reserves the right to take action to remove any content posted by school staff which may adversely affect the reputation of the school or the wider school community, or put it at risk of legal action.

### Pupils

- 10.5 Breaches by pupils will be taken seriously. A pupil who breaks the rules can be disciplined according to the school's behaviour policy or anti-bullying policy, if they are found to be involved in cyber bullying. In the event of illegal, defamatory or discriminatory content, this could lead to exclusion.

### Parent/Carers

- 10.6 Parents who infringe the rules, will be contacted by the school and asked to remove the inappropriate content.
- 10.7 If parents continue to break the rules, the school reserves the right to ban cameras, phones and videos from school events.
- 10.8 Where a parent has made malicious comments about the school or a teacher on social media, they will be invited to meet with the Headteacher. If offensive comments are not removed, the school can report the matter to the local authority and seek legal advice. Comments that are threatening, abusive, racist, sexist, transphobic, homophobic or that could be seen as a hate crime can be reported to the police as online harassment.