

Bishop Ridley CE Primary School

Social Media Policy

Social media sites play an important role in the lives of many people, including children. We recognise that social networking can bring many benefits, but there are also potential risks. The aim of this document is to give clarity to the way in which social media sites are to be used by the Bishop Ridley School community: pupils, staff, parents, carers, governors and volunteers. All members of the school community should bear in mind that information they share through social media and networks, even if it is on private spaces, is still subject to copyright, data protection and Freedom of Information legislation, the Safeguarding Vulnerable Groups Act of 2006 and UK libel and defamation laws.

The use of social media sites by pupils whilst at school

Pupils should not access social networking sites whilst at school without first obtaining permission from a member of staff, who must then supervise the children closely whilst they do so. Pupils and parents are reminded that the use of some social media sites is inappropriate for primary-aged pupils.

Use of social media sites by employees in a personal capacity

It is possible that a high proportion of staff will have their own social networking accounts. It is important that they protect their professional reputation and that of the school by ensuring that they use their personal sites in an appropriate manner: Staff are advised that:

- They familiarise themselves with social network sites' privacy settings in order to ensure that information is not automatically shared with a wider audience than intended. It is recommended that, as a minimum, all privacy settings are set to 'friends only', irrespective of use or purpose. .
- They do not conduct or portray themselves, or allow friends to portray them, in a manner that may
 - Bring the school into disrepute;
 - Lead to valid parental complaints;
 - Be deemed as derogatory towards the school and/or its employees;
 - Be deemed as derogatory towards pupils, parents/carers or governors;
 - Bring into question their suitability to work with children;
 - Contravene current National Teacher Standards.
- They do not form online friendships or enter into communication with parents/carers as this could lead to professional relationships being compromised.
- They do not form online friendships or enter into online communication with pupils past or present as this could lead to professional relationships being compromised and/or safeguarding allegations being raised.
- They should not post pictures of (without the Headteacher's consent) or negative comments about school events.
- They may be subject to disciplinary action if their use of social media/networking sites contravenes this policy.

Inappropriate use by employees should be referred to the Headteacher in the first instance, who will decide if an investigation is to be carried out.

Creation of social media accounts by school staff for use in education

All social media services must be approved by the Headteacher in advance of any educational work being undertaken.

Comments posted by parents/carers on social media sites

Parents/carers are made aware of their responsibilities regarding their use of social media through this policy, the school website and newsletters.

- Parents and carers are asked not to post images (photos and videos) of pupils other than their own children on social media sites unless they have the permission of the parents of the other children pictured.
- Parents/carers are asked to raise queries, concerns or complaints directly with the school rather than posting them on social media.
- Parents/carers should not post malicious or fictitious comments on social media sites about any member of the school community.

Dealing with incidents of online ('cyber') bullying

There are four UK statutes that cover the use of Internet technology in relation to bullying. All cases of online bullying will be dealt with in accordance with the school's Anti-Bullying Policy. The school can take action with reference to any incident that takes place outside school hours if

- It could have repercussions for the orderly running of the school;
- It poses a threat to a member of the school community;
- It could adversely affect the reputation of the school or its employees or governors.

Where necessary legal action will be taken by the school's Governing Body.

Date of Policy: *Spring 2015*

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