# Policy Statement for

SOCIAL MEDIA POLICY

Policies to refer to and cross-reference for more information:

Safeguarding and Child Protection, Online Safety Policy, Acceptable Use Policies (staff and children), Behaviour and Anti-Bullying Policies (combined), Staff Behaviour Code & Procedures, Equalities Policy, Spiritual Moral Social Cultural Development Policy
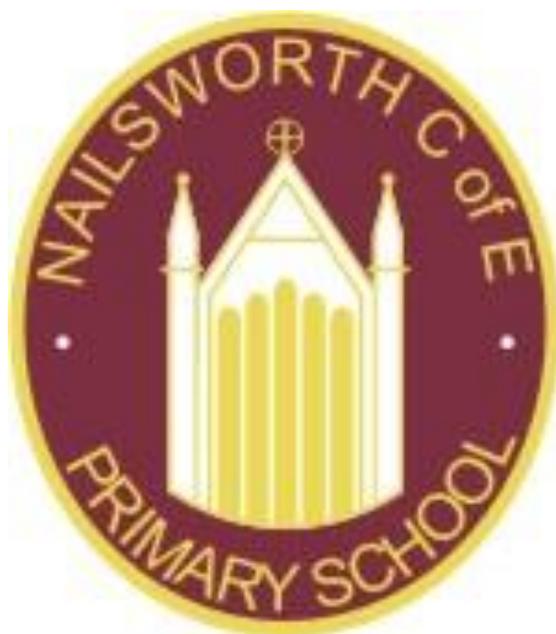
Change History	Summary of Key Changes
Jan 2019	Written in response to school and family use of twitter and Facebook
April 2021	Governor review

SOCIAL MEDIA POLICY

Social media *(e.g. Facebook, Twitter, Instagram, Whats App, Tik Tok)* is a broad term for any kind of online platform which enables people to directly interact with each other.

Nailsworth CE Primary School recognises the numerous benefits and opportunities which a social media presence offers. However, there are some risks associated with social media use, especially around the issues of safeguarding, bullying and personal reputation.

This policy aims to encourage the safe use of social media.

This policy is relevant to ALL those connected to Nailsworth CE Primary School: staff, volunteers, parents, carers, family members and children.

This policy should be read in conjunction with these other policies: **Online Safety Policy, Anti-Bullying & Hate Policy, Staff Behaviour Policy, Behaviour Policy (children), Safeguarding Policy, Special Educational Needs & Disabilities Policy, Equalities Policy**.

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Review Frequency	2 years	Updated	April 2021
		Date ratified by Governing Body	April 2021
Version	2.0	Next Review	April 2023
Review Author	P Holmes	Published on Website	Yes

Information for everyone

Our expectations – an overview:

- Communications should always be polite and respectful;
- Respect the privacy and reputation of others. If in doubt, seek consent;
- Be aware that unacceptable conduct on social media will be dealt with by the school as a serious matter;
- Cyber bullying will never be tolerated and will be dealt with by the school, escalating to the police where necessary;
- The school have strict rules, outlined in this policy, around how images can be used online;
- Laws relating to copyright, data protection, consent and confidentiality that must be adhered to;
- Nothing is every truly private on social media; everyone should be aware that they are communicating in a public arena.

Behaviour

- The school requires that **all** users using social media adhere to the standard of behaviour as set out in this policy and other relevant policies: *Staff Behaviour Code and Behaviour and Anti-Bullying Policies (combined))*.
- Digital communications by staff must be professional and respectful at all times and in accordance with this policy. Staff will not use social media to infringe on the rights and privacy of others or make ill-considered comments or judgments about staff. School social media accounts must not be used for personal gain. Staff must ensure that confidentiality is maintained on social media even after they leave the employment of the school.
- Unacceptable conduct, (e.g. defamatory, discriminatory, offensive, harassing content or a breach of data protection, confidentiality, copyright) will be considered extremely seriously by the school and will be reported as soon as possible to a relevant senior member of staff, and escalated where appropriate.
- The school will take appropriate action in the event of breaches of the social media policy. Where conduct is found to be unacceptable, the school will deal with the matter internally. Where conduct is considered illegal, the school will report the matter to the police and other relevant external agencies and may take action according to the disciplinary policy.

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Tone

The tone of content published on social media should be appropriate to the audience, whilst retaining appropriate levels of professional standards. Key words to consider when composing messages are:

- Engaging
- Conversational
- Informative
- Friendly (on certain platforms, e.g. Facebook)

Cyber-bullying

- Bullying and harassment of any kind will not be tolerated.
- Nailsworth Primary is committed to ensuring that all of its staff, governors, parents/carers and pupils are treated with dignity and respect. Cyber-bullying methods could include text messages, emails, phone calls, instant messenger services, circulating photos or video clips or by posting comments on web sites, blogs or in chat rooms.
- For further information on how Nailsworth C of E Primary School tackles bullying please refer to the Anti-Bullying & Hate policy and the Equalities Policy, both of which can be accessed on the school website.

Use of images

Use of images can be assumed to be acceptable, providing the following guidelines are strictly adhered to:

- Permission to use any photos or video recordings should be sought in line with the school's Online Safety policy. If anyone, for any reason, asks not to be filmed or photographed then their wishes should be respected.
- Under no circumstances should staff or volunteers share or upload student pictures online other than via school owned social media accounts.
- The school devolve responsibility to the individual parent/carer to seek consent from other parents of any child identifiable in photos that they wish to post/share on social media. The school are not responsible for
- Staff, volunteers, parents, carers should exercise professional judgement about whether an image is appropriate to share on school social media accounts. Students should be appropriately dressed and not be subject to ridicule.

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- Staff and volunteers should be aware of and adhere to the list of any children whose images must not be published.
- If a member of staff, a volunteer or a parent/carer inadvertently takes a compromising picture which could be misconstrued or misused, this must be deleted from school social media immediately and from any other online platforms by the individual who created the post.

Legal considerations

- Users of social media should consider the copyright of the content they are sharing and, where necessary, should seek permission from the copyright holder before sharing.
- Users must ensure that their use of social media does not infringe upon relevant data protection laws, or breach confidentiality.

School organisational control

Online Safety Officer: Elizabeth Geller

Roles & Responsibilities

- **Senior Leadership Team, including Online Safety Manager**
  - Facilitating training and guidance on Social Media use.
  - Developing and implementing the Social Media policy.
  - Taking a lead role in investigating any reported incidents.
  - Making an initial assessment when an incident is reported and involving appropriate staff and external agencies as required.
  - Approve account creation
- **Administrator / Moderator**
  - Create the account following SLT approval
  - Store account details, including passwords securely
  - Change passwords regularly to avoid hacking and ensure passwords are strong
  - Be involved in monitoring and contributing to the account
  - Control the process for managing an account after a lead staff member has left the organisation (closing or transferring)
- **Staff**
  - Know the contents of and ensure that any use of social media is carried out in line with this policy and other relevant policies

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- o Attending appropriate training
- o Regularly monitoring, updating and managing content he/she has posted via school accounts
- o Adding an appropriate disclaimer to personal accounts when naming the school

Handling abuse

- When acting on behalf of the school, offensive comments should be handled swiftly and with sensitivity.
- If a conversation turns and becomes offensive or unacceptable, school users should block, report or delete other users or their comments/posts and should inform the audience exactly why the action was taken
- If you feel that you or someone else is subject to abuse by school colleagues through use of a social networking site, then this action must be reported using the agreed school protocols: refer to school Whistleblowing Policy available in OneDrive or on request from the school office.
- The school Online Safety Policy, Staff Behaviour Code and Procedures and Anti-Bullying and Hate Policy should be referred to for further guidance.

Monitoring Accounts

School accounts must be monitored regularly and frequently (preferably 7 days a week, including during holidays). Any comments, queries or complaints made through those accounts must be responded to within 24 hours (or on the next working day if received at a weekend) even if the response is only to acknowledge receipt. Regular monitoring and intervention are essential in case a situation arises where bullying or any other inappropriate behaviour arises on a school social media account.

Monitoring other Social Media posts about the school

- As part of active social media engagement, it is considered good practice to pro-actively monitor the Internet for public postings about the school.
- The school should effectively respond to social media comments made by others, raising any concerning activity to senior leaders for guidance on how to respond.

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Appendix 1: Personal Use by Staff

- It is preferable for school staff to set up and use a school social media account, e.g. 'John Nailsworth', rather than using their personal social media account. Personal accounts should not to be directly linked to school social pages

- It is best practise for staff to not be "friends" with parents

- Personal communications are those made via a personal social media account. In all cases, where a personal account is used which associates itself with the school or impacts on the school, it must be made clear that the member of staff is not communicating on behalf of the school with an appropriate disclaimer. Such personal communications are within the scope of this policy.

Managing your personal use of Social Media:

- Nothing on social media is truly private

- Social media can blur the lines between your professional and private life. Don't use the school logo and/or branding on personal accounts

- Check your settings regularly and test your privacy

- Keep an eye on your digital footprint

- Keep your personal information private

- Regularly review your connections – keep them to those you want to be connected to

- When posting online consider: Scale, Audience and Permanency of what you post

- If you want to criticise, do it politely

- Take control of your personal images and ensure they are private – do you want to be tagged in an image? What would children or parents say about you if they could see your images?

- Know how to report a problem or online abuse to the hosts of the platform you are using.

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Appendix 2: Facebook Agreement for All Users

Facebook: Nailsworth Primary

Nailsworth Primary School has been set up as a 'user' and is a top level page: https://www.facebook.com/nailsworth.primary.9

The purpose of this public page is to promote our public events, share news stories and celebrate school successes with the public. For this purpose, settings are public on Nailsworth Primary homepage.

Facebook Group: Families of Nailsworth Primary School

This is classed as a 'group' and has been created as a sub-section of Nailsworth Primary: https://www.facebook.com/groups/familiesofnailsworthprimary/

This is a closed, private group to communicate with parents and carers of children currently at Nailsworth School.

Secure Settings

The school has assigned specific staff members as Administrators to manage the Facebook pages. For the main Nailsworth Primary page, security settings should be set so that:

- Posts and tagged posts have to be authorised before they are added to our timeline;
- Anything posted by Nailsworth Primary or tagged as Nailsworth Primary, that we have authorised and is on our timeline, will become public;
- The page is following other carefully selected, appropriate pages e.g. Gloucester Constabulary, Gloucester County Council, NHS, Gloucester Libraries;
- Any information that is posted by pages we are following will only be visible to the Administrators; they can choose to share relevant information on our Families group.

For the group **Families of Nailsworth Primary**, the security settings are 'closed' meaning that it cannot be joined without permission and cannot be viewed without membership. Staff are in charge of ensuring the security settings are kept up to date for the group as a whole and for individual posts, images and documents. Sharing options must be disabled for any posts that include any photos of or reference to specific named children.

Facebook Group: Families of Nailsworth Primary School

This closed Facebook group is to be used to communicate with parents and carers of children currently at Nailsworth School.

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This group is only for families of children currently at Nailsworth CofE Primary School only. Once children leave Nailsworth, there is an expectation that parents/carers will remove themselves from the Facebook group as they are no longer 'current' parents. Admin will annually check for school leavers.

The group will be used to share news, talk about events, ask for feedback, share important dates, and family/adult learning opportunities.

Membership of the group is by request only and on condition of three questions being answered:

1. What is your full name?
2. What is the name of your child(ren) at Nailsworth C of E Primary School?
3. Do you agree to abide by **the group rules** as specified in the pinned post on the group page?

The Group Rules: Code of Behaviour

The group is not for discussing individual concerns or issues relating to your child; things of this nature should still be directed to your child's teacher in the first instance. If however you have any questions or concerns or suggestions that can benefit children and families across the school please feel free to use the page to share. Using Facebook will enable the use of private message which will be picked up by one of our Thrive Teaching Assistants.

We welcome feedback which can highlight issues that can make improvements to the school and its community. Any inappropriate comments will not be approved, the group is designed to share the positives of school life. We reserve the right to remove members if they are using the group inappropriately. Once your involvement with the school has ceased please ensure you leave the group, as it for current parents only.

Parents are invited to set a good example for our children by –
- **Demonstrating courtesy and respect for staff, other parents and pupils when comments are placed**
- **Using appropriate language when discussing school**
- **Addressing any issues or concerns regarding individual children/incidents directly with the Headteacher, member of staff or governors rather than posting them on social media.**

Parents are invited to set a good example for our children by NOT –
- **Posting or sharing photographs of other people's children without their permission.**
- **Using social media to make derogatory comments about pupils, parents, staff, governors, local authority or the wider community.**

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Our promise is –
- **Monitor, manage and respond to all communication incoming from the Facebook group.**
- **Continue to use Governing Body policies and procedures to resolve individual concerns, away from the Facebook group.**
- **We will act in the best interest of the school community and honour our duty of care to our children.**

Appendix 3: Twitter Information for All Users

@NailsworthSch

https://twitter.com/NailsworthSch

The Twitter feed is an instant messaging resource to announce and spread awareness of our school activities and successes.

The Twitter feed should be set to private:

- Tweets should be protected; the Twitter account is private so only current followers will be able to see our Tweets.

- Each user has to request to follow @NailsworthSch. We manually approve and select who is able to see our Tweets.

- The retweet function is disabled on Tweets we post, so anything the school posts remains entirely within the school account. Followers are NOT able to share our content, they can only 'favourite' it. We can still retweet other public users though.

The twitter page is managed by designated members of staff who should be vigilant about checking for legitimate tweets. Twitter is a useful resource for quick messaging but is prone to hacking, even with private settings. Staff must monitor the feed regularly and respond immediately to any potential hacks by blocking users and reporting them, where relevant.

Admin should also be wary of any phishing messages and never give any secure information out.

If in any doubt, tweets should be referred to the **Online Safety Manager: Elizabeth Geller**.

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