



Social Media Policy

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Introduction

Overview

The Social Media Policy provides guidance for staff, pupils, volunteers, governors and trustees regarding the use of social media and networking applications. Social networking applications include, but are not limited to: Blogs, Online discussion forums, collaborative spaces, media sharing services, 'microblogging applications. Examples include Facebook, Twitter, YouTube.

This policy applies to the use of social media for both business and personal purposes, where during working hours or otherwise. This policy applies regardless of whether the social media is accessed using the organisation's IT facilities and equipment or devices belong to members of staff or pupils.

This policy should be read in conjunction with the following Falcon Junior School policies: Code of Conduct, IT Policy, Acceptable Use Policy, Acceptable Use Agreement.

The purpose of this policy is to

- Safeguard both pupils and staff.
- Ensure that users are not exposed to risks as a result of using social media.
- Use social media in a respectful, positive and productive way.

Professional/official communications are those made through official social media channels and posted on an organisation's account. All professional communications are within the scope of this policy.

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

Staff are advised:

- SLT and/or the DSL will facilitate training and guidance on social media use and ensure the social media policy is implemented.
- SLT and/or the headteacher will take the lead role in investigating any reported incidents.
- Everyone in the organisation has a responsibility to ensure that they protect the reputation of the organisation and treat colleagues and members of the organisation with professionalism and respect. All members of the organisation are expected to engage in social media in a positive, safe and responsible manner.
- Staff are advised not to publish specific detailed private thoughts, concerns, pictures or messages on any social media services, especially content that may be considered threatening, hurtful or defamatory to others or themselves. Staff are advised that

their online conduct on social media can have an impact on their role and reputation within the setting.

- Safeguarding children is paramount and is the responsibility of all members of staff. Staff must act responsibly if they are using social networking sites out of the organisation.
- Staff should take adequate precautions when using social networking sites/applications, both in vetting material that could be connected to them (through their own profile and information added about them) and through the use of appropriate security settings.
- Anyone working in the organisation either as a **paid employee or volunteer must not communicate with pupils via social networking, nor be 'friends' with pupils.**
- It is recommended that management and **staff do not identify their organisation on social networking sites** as this could directly link their behaviour outside of work with their reputation of the organisation.
- Information and content that staff members have access to as part of their employment, including **photos and personal information about students and their family members or colleagues will not be shared or discussed on social media sites.**
- **Staff will not use personal social media accounts to contact students or parents,** nor should any contact be accepted, except in circumstances whereby prior approval has been given by the headteacher.
- The use of social media on organisation devices is not permitted and is blocked.
- Concerns regarding the online conducts of a member of the organisation on social media should be reported to the DSL and will be managed in accordance with our anti-bullying and code of conduct policies.

Students will be advised:

- Safe and appropriate use of social media will be taught to students as part of their education, via appropriate sites and resources.
- Many popular social media sites state that they are not for children under the age of 13.
- Concerns will be shared with parents/carers as appropriate particularly when concerning underage use of social media sites, games or tools and the sharing of inappropriate images or messages that may be considered threatening, hurtful or defamatory to others.
- To consider the risks of sharing personal details on social media sites which could identify them or their location.
- To only approve and invite known friends on social media sites and to deny access to others by making profiles private.
- Not to meet any online friends without a parent/carer or other responsible adult's permission and only when a trusted adult is present.
- To use appropriate and safe passwords, including multi factor authentication to protect their account.

- To use age-appropriate social media sites.
- Know how to block and report unwanted communications, and how to report concerns both within the organisation and externally.

Official Use of Social Media

- Any official social media activity involving students will be moderated where possible.
- Only members of staff authorised by the Head teacher will have access to school named social media accounts.
- Only information to promote the school and keep the general public informed of school matters will be posted.
- All posts must be grammatically correct and not include text language such as lol etc.
- All photographs containing pupils must be checked for parental consent of each individual for safeguarding purposes and no surnames are to be included in posts.
- Designated administrators (staff) have access to account information and login details for our social media channels. Organisation accounts will be monitored regularly.
- Official social media sites are suitably protected and linked to our website.
- Official social media use will be conducted in line with existing policies such as anti-bullying, code of conduct, online safety, photo/video policy, data protection.
- All communications on official social media platforms will be clear, transparent and available to the headteacher.
- Parents/carers and students will be informed of any official social media use, along with expectations for safe use and action taken to safeguard the community.
- Harmful and/or offensive comments should be dealt with quickly and sensitively. If a conversation becomes offensive or unacceptable, the comments and/or person should be blocked.

Staff that follow the school's social media channels:

Staff that follow and like our official social media channels will be advised to be professional and courteous at all times. **Consider using dedicated professional accounts, or anonymous/renamed accounts.** Staff should be aware that they are an ambassador for the organisation. If a member of staff participates in commenting on official social media channels they should:

- Disclose their official role and advise that it is their personal opinion and that they do not necessarily speak on behalf of the organisation.
- Always act within the law.
- Not disclose any information or make any commitments on behalf of the organisation unless they are authorised to do so.
- Not engage in any direct or private messaging with students, parents or carers.

Appendix A: Parental Agreement (for schools)

Dear Parent/Carer,

Please be aware that the school has expectations around parents and pupil's use of social media. Social media and online channels are an important way for the school to communicate with parents/carers, pupils and the local community.

- Parents and pupils will not send friend requests to staff.
- Parents and pupils will not send messages to staff through social media accounts.
- Pupils will not access social media sites within school.
- Parents and pupils will not post malicious, defamatory or fictitious comments on social media about the school or any member of the school community, including staff, governors/trustees and volunteers.
- Parents and pupils will be respectful to the school and members of staff as well as parents/carers and children.
- Parents and pupils will not upload or share photos or videos on social media of any child other than their own, unless they have specific permission of the other child's parents/carers.

If you wish to contact Falcon Junior School please use the official channel which is via the school office (office@falcon.norfolk.sch.uk).

The school uses the following channels for official social media communications:

Facebook and Instagram.

The school may use private channels for virtual learning and messaging platforms in relation to education and learning. Parents are advised of these and have a private login.

Please complete and return to the school office.

Signed:	Date:
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