Social Networking Policy

CREATED/REVISED:	Autumn 2020
REVIEW DATE:	Spring 2022
APPROVED BY GOVERNING BODY:	Resources Committee 3rd November 2020

Introduction

Myton Park Primary School intends to use a range of social media and web-based platforms to:

- Inform, engage and communicate with parents, carers and other interested parties.
- Recognise, celebrate and promote the work of the school and its students.
- Promote and Publicise the School in the local community.

The following platforms are used within the school:

Platform	Facebook	Smart School APP	School Website
Key Users	Teaching Staff Admin Staff	All Staff	SLT Aileen Mather
Audience	Local Community School Family	Targeted Parents and Carers and their nominated users	National Audience Prospective Parents Ofsted Local Schools
Rationale	**School Promotion and Publicity** - Publicity of Open days and Community Events - Notice of school events - Reminders to parents - Access to other local forums e.g. Ingleby Barwick Noticeboard, PTA *During school closure 2020 sharing of what children have been doing*	**Home-school Communication Tool** - School communication – messages letters, notices etc. - Updates on work of pupil groups such as school council, - Trip and event responses - Update parents on class information and reminders	**Information Platform and School Promotion** - School Promotion - School Contact Details - Termly Diary Dates - Legal requirements of statutory information and policies - School publicity - Annual school calendar - Copies of school newsletters
Content	- Clipart - Messages - Photographs of work created or non-child images of activities in school. - No photographs/images of children	- School newsletters and documents converted to PDF - Images/photographs where permission has been granted. - Short video clips	- Statutory Content - Calendar Dates - Professional Photographs of children - School photographs to publicise events in school.

Who does this policy apply to?

This policy will apply to all staff in school, including supply staff employed by agencies and self-employed staff.

The School is committed to ensuring:

- All staff members adhere to confidentiality that meets the highest standards.
- All individuals working on behalf of the School are bound by a legal duty of confidence and other laws to protect the confidential information they have access to during the course of their work.
- employees use social networking sites safely and securely;
- Ensure that employees are aware of the risks associated with the inappropriate use of social networking sites;
- Enable employees to be aware of the need to protect themselves in all situations
- Ensure the Governing Body maintains its duty to safeguard children, the reputation of the school, the wider community and the Local Authority
- Disclosure of confidential information on social media is likely to be a breach of a number of laws and professional codes of conduct, including:
    - GDPR 2018

- *Human Rights Act 1998*
- *Data Protection Act 1998*
- *Freedom of Information Act 2000*
- *Computer Misuse Act 1990, amended by the Police and Justice Act 2006*
- *Equality Act 2010*

Confidential information includes, but is not limited to:

- *Person-identifiable information, e.g. pupil and employee records protected by the Data Protection Act 2018*
- *Information divulged in the expectation of confidentiality*
- *School business or corporate records containing organisationally or publicly sensitive information*
- *Any commercially sensitive information such as information relating to commercial proposals or current negotiations , and*
- *Politically sensitive information.*

Parental Permissions – Photographs and videos

- *Only certain platforms used by the school will use images of children and where possible these will not be accompanied by names or other information about a child.*
- *Parents are asked to fill in a permission form for the school to use their child's photograph on school publicity materials and social media platforms.*
- ***Teachers MUST pay due diligence to children who do not have permission and ensure that facial images are not included in posts.***
- *Only authorised administrators have permission to upload photographs and videos on to the page.*
- *No-one else is permitted to post any photographs or videos onto the page. The setting allowing people to post or tag photos will be turned off.*
- *A group page will allow parents to upload onto the page; protocols should be adhered to.*
- *No children will be tagged or named in relation to a photo directly on the page. However, there may be links to the school website where children may be photographed and named.*

Tweets, Posts and Comments

- *The Head Teacher will decide on and authorise administrators that will be responsible for updating the page on a regular basis. The administrators will communicate in a positive, accurate, respectful and responsible manner. They will uphold and promote the values of the school mission statement at all times.*
- *All parents and carers are also welcome to post their thoughts and ideas on Facebook, and to like, share and comment on postings when this is available. We request that parents do so in a positive, respectful and constructive manner in line with our school values.*
- *If followers have any specific concerns, particularly related to their own or other child/children, we ask that they do not post these on the page timeline and encourage them to speak directly to the class teacher, senior leader or Head Teacher.*
- *Under no circumstances should any child/children be named fully (forename only) or described on the page. This is due to data protection and the legal responsibility we have to keep the children safe.*
- *All individuals working on behalf of the School are bound by a legal duty of confidence and other laws to protect the confidential information they have access to during the course of their work. Disclosure of confidential information on social media is likely to be a breach of a number of laws and professional codes of conduct*

Site Moderation

- *All social media will be moderated regularly by administrators that are authorised by the Head Teacher.*
- *All visitors to the page are asked to inform the Head Teacher / parents' forum of any inappropriate comments, behaviour or concerns they have relating to the page.*
- *The page profanity filters will be set to 'strong'.*
- *Facebook will have the private message facility turned off.*

Misuse

In the event that inappropriate or offensive comments are made it will be recorded by an administrator (screen shot) and brought to the urgent attention of the Head Teacher. The Head Teacher will contact the individual(s) involved and explain the purpose and ethos of the page, and why their comment / behaviour is inappropriate or offensive. We will ask the individual to remove the posting. Ultimately, the School Senior Leadership Team reserves the right to remove any comments that are deemed inappropriate.

In the event that a child is described or named (whether in the main post or within comments), it will be recorded by an administrator (screen shot), immediately deleted and brought to the urgent attention of the Head Teacher.

In the event that an inappropriate or offensive comment is made by someone who is unconnected to the school, the Head Teacher will respond accordingly. The response will depend on the content of the post but may include contacting

the user via private message, deleting the comment and banning the user, or reporting the post to relevant external bodies.

If any individual repeatedly makes inappropriate comments (two times or more), the School Working Group has the discretion to ban the offending individual from the page and (where appropriate) report the offender to relevant external bodies.

Responsibilities
The Governing Body shall:
- Ensure this policy is implemented and procedures are in place that deal with the use of social media sites;
- Ensure that staff members have access to this policy and that new staff members are made aware of it.

The Head Teacher will:
- Be familiar with this policy and guidelines and ensure that staff members understand the policy and their own responsibilities;
- Ensure that staff members are aware of the risks of the use of social media sites and the possible implications of the inappropriate use of them;
- Instigate disciplinary or other appropriate procedures where appropriate to do so;
- Seek advice where necessary from Human Resources on the approach to be adopted if they are made aware of any potential issue.

Staff Members shall:
- At all times behave responsibly and professionally in connection with the use of social media sites.
- Not engage in activities involving social media which might bring the School/Local Authority into disrepute.
- Co-operate with school expectations in role as an administrator
- Ensure the implementation of this policy.

Use of Social Networking Sites
For employees' own security all communication via social networking sites should be made with the awareness that anything said, shown or received could be made available, intentionally or otherwise, to an audience wider than that originally intended. It is therefore advised that staff follow the following procedures on all networking sites/apps/programmes:–
- staff must not access social networking sites for personal use via school information systems or using school equipment;
- staff must not accept pupils as friends – personal communication could be considered inappropriate and unprofessional and makes staff vulnerable to allegations;
- staff are advised not to be friends with recent pupils. The potential for staff to be compromised in terms of wall content and open to accusations makes the risk not worth taking;
- staff should not place inappropriate photographs on any social network space;
- staff should not post indecent remarks;
- if a member of staff receives messages on his/her social networking profile that they think could be from a pupil they must report it to the Head Teacher and contact the internet service or social networking provider so that they can investigate and take the appropriate action;
  - Guidelines in this policy must be adhered to when making any reference to the workplace; staff should seriously consider their professional reputation and that of the school before they post any comments. Staff should also strongly consider any potential impact of placing political views etc. that may be misinterpreted by others;
  - Staff must not disclose any information that is confidential to the school or disclose personal data or information about any individual/colleague/pupil which could be in breach of the Data Protection Act;
  - These policies can never predict or prepare for all scenarios. With tis in mind, staff should consider that they are respected members of the community in which they work; and with that in mind should be aware that anything posted on any social media could compromise them professionally.