**Albert Primary School**

**Social Media Policy**

Social media (e.g. Facebook, Twitter, LinkedIn) is a broad term for any kind of online platform which enables people to directly interact with each other. However some games, for example Minecraft or World of Warcraft and video sharing platforms such as You Tube have social media elements to them.

The school recognises the numerous benefits and opportunities which a social media presence offers. Staff, parents and carers and learners are actively encouraged to find creative ways to use social media. 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 by the school its staff, parents and carers and learners.

### Scope

This policy is subject to the school’s codes of conduct and acceptable use agreements.

This policy:

* applies to all staff and to all online communications which directly or indirectly, represent the school
* applies to such online communications posted at any time and from anywhere
* encourages the safe and responsible use of social media through training and education

The school respects privacy and understands that staff and learners may use social media forums in their private lives. However, personal communications likely to have a negative impact on professional standards and/or the school’s reputation are within the scope of this policy.

Professional communications are those made through official channels, posted on a school/college account or using the school name. All professional communications are within the scope of this policy.

Personal communications are those made via a personal social media accounts. In all cases, where a personal account is used which associates itself with, 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.

Personal communications which do not refer to or impact upon the school are outside the scope of this policy.

Digital communications with learners are also considered. Staff may use social media to communicate with learners via a school social media account for teaching and learning purposes but must consider whether this is appropriate and consider the potential implications.

### Organisational control

### Roles & Responsibilities

* Senior Leadership Team (SLT)
  + 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
  + create the account following SLT approval
  + store account details, including passwords securely
  + be involved in monitoring and contributing to the account
  + control the process for managing an account after the lead staff member has left the school (closing or transferring)
* Staff
  + know the contents of and ensure that any use of social media is carried out in line with this and other relevant policies
  + attending appropriate training
  + regularly monitoring, updating and managing content he/she has posted via school accounts
  + adding an appropriate disclaimer to personal accounts when naming the school/college

### Managing accounts

* Process for creating new accounts

The school/college community is encouraged to consider if a social media account will help them in their work, eg a history department Twitter account, or a “Friends of the school/college” Facebook page. Anyone wishing to create such an account must present a proposal to the school Senior Leadership Team which covers the following points:-

* + the aim of the account
  + the intended audience
  + how the account will be promoted
  + who will run the account (at least two staff members should be named)
  + will the account be open or private/closed

Following consideration by the SLT an application will be approved or rejected. In all cases, the SLT must be satisfied that anyone running a social media account on behalf of the school has read and understood this policy and received appropriate training. This also applies to anyone who is not directly employed by the school, including volunteers or parents.

### Monitoring

* **School accounts must be monitored regularly and frequently**. Any comments, queries or complaints made through those accounts must be in line with our School Complaints Policy. Regular monitoring and intervention is essential in case a situation arises where bullying or any other inappropriate behaviour arises on a school social media account.

### 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.**
* **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.
* Users must declare who they are in social media posts or accounts. Anonymous posts are discouraged in relation to school/college activity.
* 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 use of social media by staff while at work may be monitored, in line with school policies. The school permits reasonable and appropriate access to private social media sites during non-teaching breaks. However, where excessive use is suspected, and considered to be interfering with relevant duties, disciplinary action may be taken.
* 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 in line with the Disciplinary Policy.

### 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.

### Handling abuse

* When acting on behalf of the school, handle offensive comments 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 colleagues through use of a social networking site, then this action must be reported using the agreed school protocols.

### 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, eg. Facebook)

### Use of images

School 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 Parental Permission.
* under no circumstances should staff share or upload learner pictures online other than via school/college owned social media accounts
* staff should exercise their professional judgement about whether an image is appropriate to share on school/college social media accounts. Students should be appropriately dressed, not be subject to ridicule and must not be on any school/college list of children whose images must not be published
* if a member of staff inadvertently takes a compromising picture which could be misconstrued or misused, they must delete it immediately.

### Personal use

### Staff

* personal communications are those made via a personal social media accounts. In all cases, where a personal account is used which associates itself with, 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
* personal communications which do not refer to or impact upon the school are outside the scope of this policy
* where excessive personal use of social media in the school is suspected, and considered to be interfering with relevant duties, disciplinary action may be taken
* the school permits reasonable and appropriate access to private social media sites during staff’s non-teaching break times.

### Pupil/Learners

* staff are not permitted to follow or engage with current or prior learners of the school on any personal social media network account
* the school’s education programme should enable the learners to be safe and responsible users of social media
* learners are encouraged to comment or post appropriately about the school. Any offensive or inappropriate comments will be resolved by the use of the school’s behaviour policy

### Parents/Carers

* if parents/carers have access to a school learning platform where posting or commenting is enabled, parents/carers will be informed about acceptable use
* the school/college has an active parent and carer education programme which supports the safe and positive use of social media. This includes information on the website
* parents and carers are encouraged to comment or post appropriately about the school/college. In the event of any offensive or inappropriate comments being made, the school/college will ask the parent/carer to remove the post and invite them to discuss the issues in person. If necessary, refer parents to the school’s/college’s complaints procedures.

### Monitoring 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/college
* the school/college should effectively respond to social media comments made by others according to a defined policy or process.