

# **NORDEN COMMUNITY PRIMARY SCHOOL SAFE USE OF SOCIAL MEDIA POLICY**

## **OVERVIEW**

Many staff and pupils use various social media sites to communicate and share information with others. Proper use of social media can help people keep in touch and can be a force for good. Inappropriate use of social media can damage individuals and the reputation of the school. This policy sets out the standard that must be maintained by pupils, all members of staff, those contracted to work in the school, volunteers, members of the governing body and the wider school community. This policy should be read in conjunction with the SAFE INTERNET USAGE AND E-SAFETY POLICY; ICT and the INTERNET POLICY, BULLYING POLICY, MOBILE PHONE POLICY; and TEACHERS' STANDARDS 2012

## **INTENT**

1. To ensure that the content published and shared on social media by pupils, members of staff, others contracted to work in the school, volunteers, members of the governing body and the wider school community meets high professional standards and is not harmful or damaging to any other member of the school community.
2. To ensure that material and comment published on social media sites does not damage the reputation of the school and does not breach the profession standard expected of staff and others associated with this school.
3. To ensure that pupils, members of staff, those contracted to work in the school, volunteers, members of the governing body and the wider school community do not publish things on social media sites that a third party can access and use to damage the reputation of the school or the professional reputation of the publisher.
4. To ensure that a proper professional distance is kept between those who work in the school and pupils attending the school including pupils under the age of 18 who have attended the school.
5. To ensure that all members of staff, others contracted to work in the school, volunteers, members of the governing body and the wider school community understand that things published on the internet could be subjected to subsequent legal action for defamation and libel under the 2013 Defamation Act.
6. To stamp out any 'cyber bullying' of pupils or staff on social networking sites or from any other internet sites.

## **IMPLEMENTATION**

1. To ensure that pupils, members of staff, others contracted to work in the school, volunteers, members of the governing body and the wider school community, uphold public trust in the school and maintain high standards of ethical and professional behaviour, within and outside school
2. To require and expect that pupils, members of staff, others contracted to work in the school, volunteers, members of the governing body and the wider school community, not to publish any material or comment that is harmful or damaging to any other member of the school community.
3. To require and expect that pupils, members of staff, others contracted to work in the school, volunteers, members of the governing body and the wider school community do not to publish any material or comment which is harmful or damaging to reputation of the school or that breaches the teachers' standards set for professional conduct (National Teachers' Standards 2012).
4. Any cyber bullying of staff or pupils, in or out of school, must be reported and then investigated rigorously, in conjunction with any relevant authority including the police if appropriate.
5. Members of staff, others contracted to work in the school, volunteers, and members of the governing body must ensure that a proper professional distance is kept between them and pupils attending the school including those pupils under the age of 18 who have attended the school in the past, by taking appropriate action to block pupils and past pupils, and by preventing them from access to their social media websites, unless they are a family member.
6. To require Members of staff, others contracted to work in the school, volunteers, and members of the governing body to use the proper professional process if they wish to complain about others or the school and not make inappropriate use of social media to comment or complain.
7. Parents will be expected to work in partnership with the school by supporting and upholding this policy and by monitoring their children's use of social network sites and of the internet in general.
8. If a pupil, member of staff, volunteer or members of the governing body is subjected to inappropriate contact or comment on social media s/he must report the incident to the headteacher who will offer guidance and support to ensure that the issue is dealt with professionally, efficiently and effectively.
9. The school will use all reasonable professional means to monitor and enforce this policy.

10. Staff and governors must only make positive comments or statements about the school on social media and should not make comments about the school to the media. If a member of staff is asked to comment or provide information about the school they should take the name and details of the person making the request and then refer them to make contact with the school, through the proper channels, for the information they have requested.
11. The policy to be shared with parents and community groups with an explanation of the expectations to uphold it.

**IMPACT**

Social media will be used in an appropriate manner by pupils, and in an appropriate and professional manner by members of staff, others contracted to work in the school, volunteers, members of the governing body and the wider school community.

Adopted by the governing body.....Signed CoG.....Date to be Reviewed.....