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Policy Front Sheet

Policy: Use of social media, mobile phones and digital photography

Adopted: May 2018

Review Date: May 2021

This policy should be read in conjunction with school Safeguarding and Child Protection Policies, E-Safety Policy, Anti-Bullying Policy, Behaviour Policy, School Complaints Procedure, East Riding of Yorkshire Council policies for employees, ERSCB Code of Conduct and guidance for staff.

Use of Social Media, Mobile Phones and Digital Photography Policy

Introduction:

Social media, social networking and the use of mobile phones/personal devices play an important role in the lives of many people. We recognise that such devices and platforms bring risks, but equally there are many benefits to be gained. In the interests of safeguarding the children of Kilham CE Primary School, this policy aims to give clarity to the way in which social media; mobile phones and digital photography are to be used by pupils, governors, visitors, parent helpers and school staff at Kilham CE Primary School.

It will also provide guidance for parents – the content of this policy will form part of a home/school agreement.

There are five key areas:

- A. Use of social media by pupils and staff in a personal capacity
- B. Use of social media by staff in a professional capacity
- C. Our approach to use of social media by parents/carers
- D. Procedures for inappropriate use and incidents of online bullying
- E. Specific information relating to use of mobile phones, digital photography and personal devices

Section A - Use of social media by pupils and staff in a personal capacity

Pupils: In terms of private use of social media and networking sites by a child it is generally understood that children under the age of 13 are not permitted to be registered, including Facebook and Instagram to name two. If children are identified as having such accounts, school may contact parents and discuss the school's ongoing E-Safety work, which includes input for the children on the appropriate ages to access social media.

However, children do not have the facilities at school to access social media sites (and are not normally allowed to bring in personal devices – see Section E) - If such sites are used for educational purposes then staff should carry out a risk assessment to determine what content was appropriate. Children are made aware of acceptable use policies in child friendly language and e-safety is an ongoing subject in lessons. Any issues regarding pupil use of social media would be promptly discussed with parents.

Staff:

It is probable that a high proportion of staff will have their own social networking accounts. It is important for them to protect the children in their care, as well as their professional reputation by ensuring that they use their personal accounts in an appropriate manner.

Guidelines are issued to staff:

- Staff should not add pupils as 'friends' into their personal accounts (including past pupils under the age of 18).
- Staff should not add parents as 'friends' into their personal accounts if the relationship is purely staff/parent and there is no previous or alternative relationship. Staff training will

include discussion of the implications of such relationships and their possible negative impact on professional life.

- Staff should not post comments about the school, pupils, parents or colleagues including members of the Governing Body.
- Staff should not post information or opinions about Kilham CE Primary School or pictures of school events – with the exception of using the PTFA Facebook page or School Twitter feed (see Section B – Professional Use). Such posts could easily breach confidentiality or data protection legislation.
- Staff must not use social networking sites within lesson times (for personal use).
- Staff should only use social networking in a way that does not conflict with the current National Teacher's Standards (See Appendix 1) or any other terms and conditions of contracts of employment.
- Staff shall be given the latest East Riding Safeguarding Children Partnership (ERSCP) Code of Conduct for Staff & Volunteers and 'Guidance for Safer Working Practice for Adults who Work with Children and Young People' on an annual basis, with time given for reading. As part of normal training procedures, they must sign to acknowledge they have received, read and understood this guidance.
- Staff should review and adjust their privacy settings regularly for any social media platform they use. This is also covered as a discussion point in annual training procedures.

Section B. Use of social media by staff in a professional capacity

Social media is used by school in the following ways:

- PTFA Facebook page – this is used by school and members of the PTFA to post news, updates, to celebrate achievement and to distribute newsletters. All posts are approved by PTFA page administrators (which includes the headteacher – other page administrators are made aware of permission restrictions) before they appear. Staff contribute to this page regularly. It is a secure, 'Closed Group' and membership is monitored in the following ways –
 - Initial membership is only granted by an 'administrator' of the group once genuine connection to school is confirmed.
 - Membership is then monitored annually as cohorts leave the school at the end of Y6 or families move on for other reasons.
- Kilham School Travel Group – this was set up to provide parents and staff with the means to ask for or offer help with travel to school, to and from sporting events etc. from Kilham and surrounding villages. Membership and posts work in the same way as the PTFA page.
- School has a twitter feed to distribute newsletters and celebrate achievement – pictures of children and their work may be used on this but only where parental permission has been granted. Names and photographs will not be used simultaneously.
- Staff who post on the above platforms, or respond to queries/answer questions, should be mindful that they are acting solely in their professional role and that such communication is appropriate and relevant.

- School will make parents aware of how social media is used – for example; including details in annual consent forms and informing parents if any changes are made to platforms used.
- Staff will not accept friend/message requests from parents seeking communication – parents will be advised as to the correct communication channels.

Section C. Our approach to use of social media by parents/carers

Our approach to the use of social media by parents /carers is conveyed through the home/school agreement, complaints procedures, annual consent forms and regular newsletters. As a school we have the following guidelines:

- The use of social media is not appropriate as a means of formal communication between home and school – apart from the uses outlined above in section B (professional use by staff).
- Parents are asked to raise concerns and make complaints through official school channels rather than posting them on social networking sites.
- Parents should not post pictures of pupils, other than their own children, on personal social networking sites where these photographs have been taken at a school event, unless they have express permission from the parents of the children in question.
- The school monitors its own social media platforms, but we accept that we cannot police external or personal pages.

Section D. Procedures for inappropriate use and incidents of online bullying

The school's Anti-Bullying Policy and Behaviour Policy set out the processes and sanctions regarding any type of bullying or behaviour which does not conform to school's rules by a child on roll. East Riding of Yorkshire Council's policies for employees will be used for any action needed following inappropriate use by staff.

If a situation arose where inappropriate use of social media relating to school was identified, school would communicate with any parents/carers involved in order to seek a resolution. This could be by telephone or by letter. (see Appendix 1 for an example of such a letter)

Parents should be aware that school will immediately review the use of cameras and photography at school events if the publication of photographs of children becomes an issue.

The Governing Body understands that, "There are circumstances in which police involvement is appropriate. These include where postings have a racist element or where violence is threatened or encouraged." Furthermore, "Laws of defamation and privacy still apply to the web and it is unlawful for statements to be written...which:

- expose (*an individual*) to hatred, ridicule or contempt
- cause (*an individual*) to be shunned or avoided
- lower (*an individual's*) standing in the estimation of right-thinking members of society or
- disparage (*an individual in their*) business, trade, office or profession." (National Association of Headteachers)

- (The Defamation Act 2013)

Section E: Specific information relating to use of mobile phones, digital photography and personal devices

- Children are not normally allowed to have mobile phones (or other personal devices) in school. If children bring a phone to school they should take it to the school office where it will be kept until the end of the school day.
- Under the Data Protection Act of 1998 school must seek parental consent to take photographs and use video recorders. Children have their photographs taken for a variety of purposes; these are all approved by parents using annual consent forms or covered by existing Data Protection legislation.
- Photographs will be stored on the school network which is password protected until the school ceases to operate, should this occur then all photographs will be shredded or deleted from the school network.
- The school's digital cameras must not leave the school setting (unless on an educational visit or sporting event etc.).
- Photographs are printed in the school setting by staff and images are regularly removed from the camera memory.
- Staff should not store photographs of children on any personal device or school laptops – photographs should be transferred to the 'Media Store' folder on the school server.
- Often photographs may contain other children in the background. Events such as Sports Day, outings, Christmas and fundraising events may be recorded through video and photographs by staff and parent/carers but always in full view of all attending.
- Parents should not post photographs or video containing other children on social media websites. (See Section C).
- Many mobile phones have inbuilt cameras. Staff, visitors, volunteers, students, etc. are not normally permitted (i.e. without express permission from the headteacher) to use them to take pictures of children in our school or for school events taking place outside of school. School devices should be used wherever possible, however, *staff may use their mobile phones for taking pictures at sporting events/trips with the permission of the Headteacher – the following then applies.*
 - Images must be removed from the device as soon as possible and transferred to the school's secure server.
 - Images may be shared on official school social media platforms with parental permission and after approval by page administrators (this is always built into event letters for parents).
 - Images should not be shared in any other way.
- All school cameras and videos should be kept securely at all times.

This policy will be reviewed in one year (2021). It may also be the case that new Data Protection legislation may supersede school policy prior to its review.

Appendix 1

Part Two: Personal and professional conduct – From DFE ‘Teacher’s Standards’

A teacher is expected to demonstrate consistently high standards of personal and professional conduct. The following statements define the behaviour and attitudes which set the required standard for conduct throughout a teacher’s career.

- Teachers uphold public trust in the profession and maintain high standards of ethics and behaviour, within and outside school, by:
 - treating pupils with dignity, building relationships rooted in mutual respect, and at all times observing proper boundaries appropriate to a teacher’s professional position
 - having regard for the need to safeguard pupils’ well-being, in accordance with statutory provisions
 - showing tolerance of and respect for the rights of others
 - not undermining fundamental British values, including democracy, the rule of law, individual liberty and mutual respect, and tolerance of those with different faiths and beliefs
 - ensuring that personal beliefs are not expressed in ways which exploit pupils’ vulnerability or might lead them to break the law.

- Teachers must have proper and professional regard for the ethos, policies and practices of the school in which they teach, and maintain high standards in their own attendance and punctuality.

- Teachers must have an understanding of, and always act within, the statutory frameworks which set out their professional duties and responsibilities.

Appendix 2

Inappropriate Use of Social Networking Site

Dear Mr/Mrs.....

It has come to the attention of the Governing Body that inappropriate comments regarding the school/members of the school community have been made on a social networking site.

As these comments do not comply with the expectations set out in the school's Social Networking Policy and Home-School agreement you are respectfully asked to remove them from the website.

We would encourage you to enter into productive communication with the school in order to resolve any outstanding differences. The school has an 'open door' policy with regard to dealing with parental communication and there are also policies in place such as the Complaints Policy if required.

Yours sincerely

Chair of Governing Body