



SOCIAL MEDIA POLICY 2015

Aims

We aim to equip children with the confidence and ability to use social media and technology safely and responsibly. This forms a new key aspect of learning in Computing in school.

This policy document is in order to safeguard and promote the welfare of children, young people and adults at all times. We expect everybody working within John F Kennedy Primary School to adhere to these procedures.

Social Media Policy including Use of Mobile Phones and Digital Photography Policy

Social media and social networking sites play an important role in the lives of many young people. We recognise that sites bring risks, but equally there are many benefits too. This document gives clarity to the way in which social media are to be used by pupils and school staff at John F Kennedy Primary School.

There are five key areas:

- A. The use of social networking sites by pupils within school.
- B. Use of social networking by staff in a personal capacity.
- C. Creation of network accounts by staff for use in education.
- D. Comments posted by parents/carers.
- E. Dealing with incidents of online bullying.

A. The use of social networking sites by pupils within school.

The school's Acceptable Use Policies (AUPs) make it clear to pupils that the use of social media is not allowed. This states that, 'I will not use any social media sites in school'. If social media sites are used then staff should carry out a risk assessment to determine which tools are appropriate. The school e-Safety policy states sanctions for breaching the policy.

B. Use of social networking by staff in a personal capacity.

It is possible that a high proportion of staff will have their own social networking site accounts. It is important for them to protect their professional reputation by ensuring that they use their personal accounts in an appropriate manner.

Guidelines are issued to staff:

- Staff must never add pupils as friends into their personal accounts.
- Staff must not post pictures of school events without the Headteacher's consent.
- Staff must not use social networking sites within lesson times.
- Staff need to use social networking in a way that does not conflict with the current National Teacher's Standards.
- Staff should review and adjust their privacy settings to give them the appropriate level of privacy and confidentiality.

- Staff must not post negative comments about the school, pupils, parents or colleagues including Governors.
- Staff should read and comply with 'Guidance for Safer Working Practice for Adults who Work with Children and Young People'.
- Inappropriate use by staff should be referred to the Headteacher in the first instance or LADO (Local Authority Designated Officer).

C. Creation of social network accounts by staff or anyone associated with the school (e.g. Friends of JFK Primary School) for use in education.

All social media services must be approved by the Headteacher in advance of any educational work being undertaken.

D. Comments posted by parents/carers.

Parents and carers will be made aware of their responsibilities regarding their use of social networking. Methods of school communication include the prospectus, the website, the mobile phone texting service, the 'Buzz' newsletter, letters and verbal discussion.

Guidelines to parents:

- i. Parents are not expected to post pictures of pupils other than their own children on social networking sites.
- ii. Parents should make complaints through official school channels rather than posting them on social networking sites.
- iii. Parents should not post malicious or fictitious comments on social networking sites about any member of the school community.
- iv. Parents must not create social media accounts which appear to be associated with the school (i.e. class group pages) on Facebook or any other form of social media.

E. Dealing with incidents of online bullying

The school's e-Safety and Anti-Bullying Policy details sanctions for incidents of bullying (including cyberbullying). Page 5 of 'Behaviour and Discipline in Schools' indicates that the school can take action against incidents that happen outside school if it:

- i. Could have repercussions for the orderly running of the school or
- ii. Poses a threat to another pupil or member of the public or
- iii. Could adversely affect the reputation of the school.

Use of social networking sites to harass, bully or intimidate would be covered by this irrespective of when/where the post was made.

Use of Digital Photography

Children have their photographs taken to provide evidence of their achievements for their development records (The Early Years Foundation Stage, EYFS 2007). **Staff, visitors, volunteers and students are not permitted to use their own mobile phones to take or record any images of school children for their own records during the school day.**

Procedures

- i. Under the data protection act of 1998 school must seek parental consent to take photographs and use video recorders. 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.
- ii. The school's digital cameras must not leave the school setting (unless on an educational visit). Photographs are printed in the setting by staff and images are then removed from the camera memory.
- iii. Photographs may be taken during indoor and outdoor play/learning and displayed in school and in albums or in a child's development records for children and parent carers, governors, Ofsted to look through.
- iv. Often photographs may contain other children in the background.
- v. Events such as Sports Day, educational visits, Christmas and fundraising events may be recorded by video and photographs by staff and parent/carers but always in full view of all attending. Parents must not post photographs or video containing other children on social media websites. A verbal reminder will be given by staff at each event.
- vi. On occasion, the school might like to use photographs of children taking part in an activity to advertise/promote the school, e.g. via the website. However in this instance, specific parental permission will be required.
- vii. Many mobile phones have inbuilt cameras so staff mobile phones must not be used to take pictures of children in our school. **Visitors should be challenged if seen using a camera inappropriately or photographing children.**
- viii. The use of cameras and mobile phones are prohibited in toilets and nappy changing areas.
- ix. All school cameras and videos should be kept securely at all times and used with appropriate authority.

Use of Mobile Phones

John F Kennedy Primary School recognises that staff may need to have access to mobile phones on site during the working day. However, there have been a number of queries raised within the local authority and nationally regarding the use of mobile phones and other devices in educational settings.

The concerns are mainly based around these issues:

- Staff being distracted from their work with children
- The use of mobile phones around children
- The inappropriate use of mobile phones

Ensuring the Safe and Appropriate Use of Mobile Phones

John F Kennedy Primary School allows staff to bring in mobile phones for their own personal use, however they must be stored securely at all times. When children are present in school, the following areas are designated for staff mobile phone use:

- Staff Room
- PPA Room
- Headteacher's office
- School Office
- Resources Room
- Study Room

Staff are allowed to use their mobile phone in classrooms **after school** when children are not present. If after-school clubs are running, the above designated areas are available. Staff are not allowed to use mobile phones in classrooms **at any time when children are present in school**, or in toilets, changing rooms or in the play areas. If staff fail to follow this guidance, this should be reported to the SLT who will decide if disciplinary action should be taken.

If staff need to make an emergency call which would mean breaching this policy, they must do so from a school phone or use their mobile phone in a designated area listed above.

Staff must ensure that there is no inappropriate or illegal content on their personal devices. Mobile phone technology may not be used to take photographs anywhere within the nursery grounds. There are digital cameras and iPads available within the EYFS setting and only these should be used to record visual information within the consent criteria guidelines of the local authority and the nursery.

Members of staff **should never** contact a parent/carer on personal mobiles.

When taking children on educational visits, mobile phone use by school staff should be limited to contact with the school office or venues being visited, except in emergencies.

Pupils should not use mobile phones within the school grounds. Older children can bring in their mobile phone if they are walking to school independently, but parents must inform school in advance. In such circumstances, the child's phone must be brought to the school office before the school day starts where it will be signed-in and stored securely. They should return to the school office to sign-out and retrieve their phone after school.

Pupil mobile phones are not permitted on school trips or the school bus journey.

Use of Mobile Phones for Volunteers and Visitors:

Upon their initial visit, volunteers and visitors are given information informing them they are not permitted to use mobile phones on the premises. If they wish to make or take an emergency call they may use the office telephone. Neither are volunteers or visitors permitted to take photographs or recordings of the children without the Headteacher's permission.

Our IT Support Contractor (Advantex) is permitted to use mobile phones if they are working around school and they need to contact colleagues at their main office regarding technical or server related issues. They must use their phone in the designated areas outlined above or in the ICT Suite so long as **no children are present**.

Reviewed August 2015