



# Helmsley Community Primary School

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## Social Media Policy & Guidance

Social media and social networking sites play an important role in the lives of many people. We recognise that sites bring risks, but equally there are many benefits to be reaped. This gives clarity to the way in which social media/mobile phones are to be used by pupils, governors, visitors, parent helpers and school staff at Helmsley CP School. It will also provide guidance for parents.

There are four 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. Comments posted by parents/carers**
- D. Dealing with incidents of online bullying**

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

The school's Acceptable Use Policy (AUP) outlines the rules for using IT in school and these rules therefore apply to use of social networking sites. Such sites should not be used/accessed in school unless under the direction of a teacher and for a purpose clearly apparent from the learning objective of the relevant learning experience. If social media sites are used then staff should carry out a risk assessment to determine which tools are appropriate.

In terms of private use of social 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.

### 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.

The following guidelines apply to all staff:

- Staff must **never** add pupils as 'friends' into their personal accounts (including past pupils under the age of 16).
- Staff are **strongly advised** not to add parents as 'friends' into their personal accounts.



- Staff **must not** post comments/photos about the school, pupils, parents or colleagues including members of the Governing Body.
- Staff **must not** post information or opinions about Helmsley CP School or pictures of school events.
- 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.
- Staff should review and adjust their privacy settings to give them the appropriate level of privacy and confidentiality.
- 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 and may lead to disciplinary action.

### **C. 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, newsletters, letters and verbal discussion. School policies and documents provide further information regarding appropriate channels of communication and means of resolving differences of opinion. Effective communication following principles of mutual respect is the best means of ensuring the best learning experiences for the child.

- Parents must not post pictures of pupils, other than their own children, on social networking sites where these photographs have been taken at a school event.
- Parents should make complaints through official school channels rather than posting them on social networking sites.
- Parents should not post malicious or fictitious comments on social networking sites about any member of the school community.

### **D. Dealing with incidents of online bullying/inappropriate use of social networking sites**

The school's Anti-Bullying Policy sets out the processes and sanctions regarding any type of bullying by a child on the school roll.

In the case of inappropriate use of social networking by parents, the Governing Body will contact the parent asking them to remove such comments and seek redress through the appropriate channels such as the Complaints Policy and will send a letter. (Appendix 1)

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)

## Use of Mobile Phones and Digital Photography Policy

Children are not allowed to have mobile phones 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.

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

- 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.
- 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.
- Photographs of children may be taken and used in accordance with parental consent obtained via the Media Permission Form.
- Often photographs may contain other children in the background.
- Events such as Sports Day, outings, 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. (See Policy above).
- Many mobile phones have inbuilt cameras so staff mobile phones must not be used to take pictures of children in our school.
- **Visitors may only use their phones in the foyer or outside the building and should be challenged if seen using a camera inappropriately or photographing children.**
- The use of cameras and mobile phones are prohibited in toilets.

- Staff are asked not to make personal calls during their teaching hours. However in urgent cases a call may be made or accepted if deemed necessary and by arrangement with the Headteacher.
- All school cameras and videos should be kept securely at all times and used with appropriate authority.

Agreed with Staff: Jan 2015

Agreed with Governors: Jan 2015

Review: Jan 2017



## Appendix 1

### 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 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

