Clayton Village Primary School
Anti Cyberbullying Policy

We are committed to providing a caring, friendly and safe environment for all of our pupils and staff so they can learn and work in a relaxed and secure atmosphere. In addition we understand the importance of ICT at Clayton Village Primary School in supporting a creative curriculum for all learners. Bullying of any kind is totally unacceptable at our school. If Cyberbullying does occur, all pupils and staff should be able to tell and know that incidents will be dealt with promptly and effectively. This policy should be read in conjunction with the school's anti-bullying policy, behaviour policy and e-safety policy.

What is Cyberbullying?

Cyberbullying is a deliberate, conscious, intentional act carried out by a group or individual, using electronic forms of contact, repeatedly over time against a victim who cannot easily defend him or herself.

Seven categories of cyberbullying have been identified:

- Text message bullying involves sending unwelcome texts that are threatening or cause discomfort.
- Picture/video-clip bullying via mobile phone cameras is used to make the person being bullied feel threatened or embarrassed, with images usually sent to other people. 'Happy slapping' involves filming and sharing physical attacks.
- Phone call bullying via mobile phone uses silent calls or abusive messages. Sometimes the bullied person's phone is stolen and used to harass others, who then think the phone owner is responsible. As with all mobile phone bullying, the perpetrators often disguise their numbers, sometimes using someone else's phone to avoid being identified.
- Email bullying uses email to send bullying or threatening messages, often using a pseudonym for anonymity or using someone else's name to pin the blame on them.
- Chat room bullying involves sending menacing or upsetting responses to children or young people when they are in a web-based chat room.
- Bullying through instant messaging (IM) is an Internet-based form of bullying where children and young people are sent unpleasant messages as they conduct real-time conversations online.
- Bullying via websites includes the use of defamatory blogs (web logs), personal websites and online personal polling sites. There has also been a significant increase in social networking sites for young people, which can provide new opportunities for cyberbullying.

What can schools do about it?

Cyberbullying is already a significant issue for many young people. Clayton Village Primary School recognise that staff, parents and young people need to work together to prevent this and to tackle it whenever it occurs.

Clayton Village Primary School ensures that:

- the curriculum teaches pupils about the risks of new communications technologies, the consequences of their misuse, and how to use them safely including personal rights
- learners, parents and staff are all aware of the procedures and sanctions for dealing with cyberbullying, including bullying that takes place out of school.
- all e-communications used on the school site or as part of school activities off-site are monitored
- clear policies are set about the use of mobile phones at school and at other times when young people are under the school's authority
- Internet blocking technologies are continually updated and harmful sites blocked

- they work with pupils and parents to make sure new communications technologies are used safely, taking account of local and national guidance and good practice
- they work with police and other partners on managing cyberbullying
- parents are provided with information on what to do if cyberbullying occurs and how children can stay safe online

Procedures for children
- Pupils are encouraged to report all incidents of cyberbullying to any member of staff.

Procedures for parents
- Report incident to class teacher.

Procedures for staff and strategies for dealing with Cyberbullying
- Give reassurance that the person has done the right thing by telling someone.
- Notify parents of the children involved.
- Record incident on eSafety incident form and make known to Headteacher and eSafety Officer who will record on eSafety incident log.
- Make sure the person knows not to retaliate or return the message.
- Ask the person to think about what information they have in the public domain.
- Help the person to keep relevant evidence for any investigation (e.g. by not deleting messages they¨ve received, and by taking screen capture shots and noting web addresses of online cyberbullying instances).
- Check the person understands simple ways to prevent it from happening again, e.g. by changing contact details, blocking contacts or leaving a chatroom.
- Take action to contain the incident when content has been circulated: If you know who the person responsible is, ask them to remove the content; Contact the host (e.g. the social networking site) to make a report to get the content taken down.
- In cases of illegal content, contact the police, who can determine what needs to be kept for evidential purposes.

Working with the bully and sanctions
Once the person bullying is identified, steps should be taken to change their attitude and behaviour as well as ensuring access to any support that is required. Factors to consider when determining the appropriate sanctions include:
- The impact on the victim: was the bully acting anonymously, was the material widely circulated and humiliating, how difficult was controlling the spread of the material?
- The motivation of the bully: was the incident unintentional or retaliation to bullying behaviour from others?
- Technology-specific sanctions for pupils engaged in cyberbullying behaviour could include limiting internet access for a period of time.

Monitoring and Review
The school keeps a record of incidents of Cyberbullying. The effectiveness of the Behaviour and Anti Bullying policies are regularly monitored and evaluated by the Headteacher and Staff.

The School e-Safey Officer is …………Rachael Clifton…………

Policy approved by Head Teacher: ……………………………………… Date: ……………

Policy approved by Governing Body: ……………………………. (Chair of Governors) Date: ……………

The date for the next policy review is………………