Tewkesbury C of E Primary School
Social Media Policy 2019

Approved by:	Full Governing Body	Date: March 2019
	Chair - Beryl Thomas	
Last reviewed on:	March 2019	
Next review due by:	March 2019	

Vision Statement

Tewkesbury Church of England Primary School is an inclusive Christian school where we strengthen our relationship with God and each other.

Every child is valued, challenged and nurtured to aspire to reach their full potential as a responsible member of the local and global community.

We are a school that develops each child's self-esteem and self-confidence by providing a variety of educational, creative and social opportunities and experiences which embrace their passion for learning in the world of technology and competition.

Key to our success is the contribution of staff, parents, governors and the community in assisting each child's journey.

Overview

Social media (e.g. Facebook, Twitter, LinkedIn) is a broad term for any kind of online platform which enables people to directly interact with each other. Some games, for example Minecraft or World of Warcraft, and video sharing platforms, such as You Tube, also have social media elements to them.

Tewkesbury C of E Primary School recognises the numerous benefits and opportunities which a social media presence offers. Staff, governors, parents, carers, pupils and external visitors are encouraged to find creative ways to use social media. However, there are some risks associated with social media use, especially around the issues of safeguarding, bullying and personal reputation.

Purpose

This policy aims to encourage the safe, responsible and respectful use of social media by Tewkesbury C of E Primary School and all stakeholders. We aim to encourage the use of social media to support the school's vision and values by establishing a set of rules and regulations that enables all to use social media for the benefit of all stakeholders. Additionally, this document aims to safeguard the school and its employees.

Professional Communications

Professional communications are those made through official channels, posted on a school account or using the school name. All professional communications are within the scope of this policy.

Personal Communications
Personal communications are those made via a personal social media account. In all cases, where a personal account is used which associates itself with the school or impacts on the school, it must be made clear that the member of staff is not communicating on behalf of the school with an appropriate disclaimer. Such personal communications are within the scope of this policy. Personal communications which do not refer to or impact upon the school are outside the scope of this policy.

The school respects privacy and understands that staff, governors, parents, carers, pupils and external visitors may use social media forums in their private lives. However, personal communications likely to have a negative impact on professional standards and/or the school's reputation are within the scope of this policy.

School Organisation - Roles & Responsibilities

SLT
- Facilitating training and guidance on Social Media use
- Developing and implementing the Social Media policy
- Taking a lead role in investigating any reported incidents
- Making an initial assessment when an incident is reported and involving appropriate staff and external agencies as required
- Approve account creation

Administrator / Moderator
- Create the account in accordance with SLT approval
- Store account details, including passwords securely
- Be involved in monitoring and contributing to the account
- Control the process for managing an account after the lead staff member has left the organisation (closing or transferring)
- Receive completed applications for Social Media accounts and transfer to SLT for consideration

Staff
- Know the contents of and ensure that any use of social media is carried out in line with this and other relevant policies
- Attend appropriate training
- Regularly monitor, update and manage content posted via school accounts, including school website
- Add an appropriate disclaimer to personal accounts when naming the school
- Seek confirmation from a member of SLT / communications team in relation to content posted to social media platforms

Protection of Staff Acting in Good Faith
It is fully recognised that a member of staff may accidentally breach this policy whilst acting in good faith and in the course of their duties as a member of staff of the school. If a member of staff suspects this to be the case, they must notify the headteacher or a member of the SLT immediately so that action can be taken to prevent or minimise damage.

Behaviour
The school requires that all users using social media adhere to the standard of behaviour as set out in this policy and other relevant policies. Digital communications by staff must be professional and respectful at all times and in accordance with this policy. Staff will not use social media to infringe on the rights and privacy of others or make ill-considered comments or judgments about staff. School social media accounts must not

be used for personal gain. Staff must ensure that confidentiality is maintained on social media even after they leave the employment of the school. Users must declare who they are in social media posts or accounts. Anonymous posts are discouraged in relation to school activity. If a journalist makes contact about posts made using social media staff must liaise with a member of SLT and follow the school media policy before responding. Unacceptable conduct, (e.g. defamatory, discriminatory, offensive, harassing content or a breach of data protection, confidentiality, copyright) will be considered extremely seriously by the school and should be reported as soon as possible to a relevant senior member of staff, and escalated where appropriate. The use of social media by staff while at work may be monitored, in line with school policies. The school will take appropriate action in the event of breaches of the social media policy. Where conduct is found to be unacceptable, the school will deal with the matter internally. Where conduct is considered illegal, the school will report the matter to the police and other relevant external agencies, and, may take action according to the disciplinary policy.

Monitoring

School accounts will be monitored regularly and frequently (preferably 7 days a week, including during holidays). Any comments, queries or complaints made through those accounts must be responded to within 24 hours (or on the next working day if received at a weekend) even if the response is only to acknowledge receipt. Regular monitoring and intervention is essential in case a situation arises where inappropriate behaviour arises on a school social media account. As part of active social media engagement, it is considered good practice to pro-actively monitor the Internet for public postings about the school. The school should effectively respond to social media comments made by others according to a defined policy or process.

Legal Considerations

Users of social media should consider the copyright of the content they are sharing and, where necessary, should seek permission from the copyright holder before sharing. Users must ensure that their use of social media does not infringe upon relevant data protection laws, or breach confidentiality.

Handling Abuse

When acting on behalf of the school, offensive comments should be handled swiftly and with sensitivity. If a conversation turns and becomes offensive or unacceptable, school users should block, report or delete other users or their comments/posts and should inform the audience exactly why the action was taken. If you feel that you or someone else is subject to abuse by colleagues through use of a social networking site, then this action must be reported using the agreed school protocols.

Use of Images

School use of images can be assumed to be acceptable, providing the following guidelines are strictly adhered to. Permission to use any photos or video recordings should be sought. If anyone, for any reason, asks not to be filmed or photographed then their wishes should be respected. Under no circumstances should staff share or upload student pictures online other than via school owned social media accounts. Staff should exercise their professional judgement about whether an image is appropriate to share on school social media accounts. Students should be appropriately dressed, not be subject to ridicule and must not be on any school list of children whose images must not be published. If a member of staff inadvertently takes a compromising picture which could be misconstrued or misused, they must delete it immediately.

Acceptable Use of Social Media for ALL Stakeholders

- Staff are not permitted to follow or engage with current or prior pupils/students of the school on any personal social media network account
- Pupils and parents are not permitted to follow or engage with staff on any personal social media network account

- Governors, parents, carers and external visitors are encouraged to comment or post appropriately and positively about the school; any offensive or inappropriate comments will be resolved by the use of the school's behaviour policy and as previously defined within this policy
- If parents/carers have access to a school learning platform or social media platform where posting or commenting is enabled, parents/carers will be informed about acceptable use
- Parents, carers and external visitors should not post pictures of pupils other than their own children
- Parents, carers, governors and external visitors are encouraged to comment or post appropriately about the school; in the event of any offensive or inappropriate comments being made, the school will ask the individual involved to remove the post and invite them to discuss the issues in person. If necessary, individuals should be referred to the school's complaints procedures
- If damaging or negative comments about the school or staff are posted on social media platforms, it should be reported to the school as soon as possible; any offensive or inappropriate comments will be resolved by the use of the school's behaviour policy and as previously defined within this policy

While this policy cannot cover independent supporter of the school, i.e. parents, they are encouraged to follow its principles and will be regularly reminded of their responsibilities regarding their use of social networking.

Managing School Social Media Accounts

The Do's
- Check with Headteacher or communications team or a senior leader before publishing content
- Use a disclaimer when expressing personal views
- Make it clear who is posting content
- Use an appropriate and professional tone
- Be respectful to all parties
- Ensure you have permission to 'share' other peoples' materials and acknowledge the author
- Express opinions but do so in a balanced and measured manner
- Think before responding to comments and, when in doubt, get a second opinion
- Seek advice and report any mistakes to the Headteacher or a member of the SLT or communication team
- Consider turning off tagging people in images where possible

The Don'ts
- Don't make comments, post content or link to materials that will bring the school into disrepute
- Don't publish confidential or commercially sensitive material
- Don't breach copyright, data protection or other relevant legislation
- Consider the appropriateness of content for any audience of school accounts, and don't link to, embed or add potentially inappropriate content
- Don't post derogatory, defamatory, offensive, harassing or discriminatory content
- Don't use social media to air internal grievances

Who's who

Communications team
Miss Jarwaryzski, Miss Rowland

SLT
Mr Rylatt
Miss Black