

# Surrey Hills All Saints Social Media Policy



July 2019

## Introduction to the Policy

The widespread availability and use of social networking applications bring opportunities to understand, engage and communicate with our audiences in new and exciting ways. It is important that we are able to use these technologies and services effectively and flexibly. However, it is also important to ensure that we balance this with our duties to our school community and partners, our legal responsibilities and our reputation.

We have a responsibility to safeguard our children against potential dangers when accessing the internet at school, and to educate our children about how to protect themselves online when outside of Surrey Hills All Saints Primary School.

We are committed to:

- Educating our children, parents and staff about the safe use of social media.
- Encouraging the responsible use of social media.
- Safeguard our children from the dangers of social media.
- Preventing and avoiding damage to the reputation of the school through irresponsible use of social media.
- Protecting our staff from cyber bullying and potentially career damaging behaviour.

**Please also see Surrey Hills All Saints Acceptable Use policy and Online Safety policy.**

This policy covers the use of social networking applications by school employees, Governors and by partners or other third parties on behalf of the School. These groups are referred to collectively as 'School representatives' for the purpose of this policy.

All School representatives must bear in mind, information they share through social networking applications, even if they are on private spaces, are still subject to copyright, data protection and Freedom of Information legislation, the Safeguarding Vulnerable Groups Act 2006 and other legislation. They must also operate in line with the School and GST Equality and Safeguarding Policies.

## Key Roles and Responsibilities

- The local governing committee (LGC) has responsibility for the implementation of the Social Media Policy and procedures at Surrey Hills All Saints Primary School.
- The LGC has responsibility for ensuring that the Social Media Policy, as written, does not discriminate on any grounds, including but not limited to: ethnicity/national origin, culture, religion, gender, disability or sexual orientation.

- The LGC has responsibility for ensuring that any complaints relating to the policy are handled using the GST's complaint procedure.
- The headteacher will be responsible for the day-to-day implementation and management of the Social Media Policy and procedures.
- Staff, including teachers, support staff and volunteers, will be responsible for following the Social Media Policy and teachers and support staff also have responsibility for ensuring children do so. They will also be responsible for ensuring the policy is implemented fairly and consistently in the classroom.
- There will be an expectation that parents and carers will work with the school's policy and ensure the promotion of safe social media behaviour in the home.

### **The school's online safety team**

The school's online safety team consists of:

- Jennie Ratcliff (Headteacher and Curriculum Leader – Computing),
- Hanna Garrick and Bethan Lucas (Assistant Headteachers)
- Louise Jeffers (School Business Manager)

### **Definitions**

Surrey Hills All Saints Primary School defines "social media" as any online platform that offers real-time interaction between the user and other individuals or groups including but not limited to:

- Blogs
- Class pages on school website
- Online discussion forums
- 'Micro-blogging' applications, such as Twitter.
- Media sharing services, such as YouTube.

The requirements of this policy apply to all uses of social networking applications which are used for school or GST related purpose and regardless of whether the applications are hosted corporately or not. They must also be considered where School representatives are contributing in an official capacity to social networking applications provided by external organisations.

Surrey Hills All Saints Primary School defines "cyber bullying" as any use of social media or communication technology to bully an individual or group.

Surrey Hills All Saints Primary School defines "members of the school community" as any member of staff, child, parent/carer of child or governor. The definition also covers friends, relatives or associates of children or parents/carers.

### **Training of staff**

- At Surrey Hills All Saints Primary School, we recognise that early intervention can protect children who may be at risk of cyber bullying or negative social media behaviour.
- Teachers and support staff will receive training on the Social Media Policy as part of their Safeguarding induction.
- Teachers and support staff will receive regular and on-going online safety training as part of their professional development.

### **Communication with parents or children:**

- School staff will not invite, accept or engage in communications with parents or children (including past pupils) from the school community on any personal social networking sites while in employment at Surrey Hills All Saints Primary School.
- Any communication received from children to School Representatives must be immediately reported to the Designated Safeguarding Lead and procedures for safeguarding followed.
- Any communication received from past pupils or parents should be reported to a member of the leadership team using CPOMS.
- If a School Representative is made aware of any other inappropriate communications involving any child and social networking, these must be reported immediately as above.
- If a School Representative is aware of any social networking communications made by another School Representative that do not adhere to the above guidelines, it must be reported to the Head Teacher (see Whistleblowing Policy).

### **Social networking sites:**

The school respects a member of staff's right to a private life. However; the school must also ensure that confidentiality and its reputation are protected. The school expects all staff, governors, parents and carers to:

- School representatives must not disclose any information that is confidential to the school or any third party that has disclosed information to the school.
- School representatives should not link any personal websites, social networking sites etc to the school's website.
- School representatives must not use the school website, internet systems and email addresses for personal use and in employer time.
- Surrey Hills All Saints Primary School will not tolerate criticisms through social media websites and blogs. If a member of staff feels aggrieved then they must follow the procedures outlined in the Complaints and Whistleblowing Policy.
- Ensure that they do not conduct themselves in a way that is detrimental to the school.
- Take care not to allow their interaction on these websites to damage working relationships between members of staff and clients of the school.
- Do not include any information that breaches copyright and should link to other material rather than cutting and pasting it.
- Do not defame (libel) anyone. A member of staff, governor, parent or carer who makes a defamatory statement that is published on the internet may be legally liable for any damage to the reputation of the individual concerned
- Do not include personal information about an individual without his/her consent, otherwise they risk breaching the General Data Protection Regulations 2018, which is a criminal offence.
- Do not include material that is abusive, defamatory, sexist, racist or that could be interpreted as harassment or bullying
- Staff should only access social media sites in their own time
- Staff should not comment on any posts made by others relating to the school.
- Staff should not share or discuss matters relating to the school.

- Staff should use the privacy settings available.
- Staff should not share personal conversations.
- Staff should behave respectfully and should not engage in topics that may be considered objectionable or inflammatory such as politics or religion.

### **Blocked content**

- All social media websites are blocked by the network's firewalls.
- Attempts to circumvent the network's firewalls will result in an exclusion and may also lead to a ban from using school computing equipment.
- Inappropriate content which is accessed on the school computers should be reported to a member of the online safety team so that the site can be blocked.

### **Cyber bullying**

- At Surrey Hills All Saints Primary School, cyber bullying is taken seriously.
- Incidents of cyber bullying that occur during the school day will be dealt with in line with the schools' behaviour and anti-bullying policy.
- Incidents of cyber bullying that occur outside of the school day should be reported to/by parents/carers. Families should then decide whether to contact the networking site to report the issue, CEOP and/or the Police.
- Surrey Hills All Saints Primary School will work with children to repair relationships and to prevent further cyber bullying, if cyber bullying issues that have taken place outside of school.
- Staff members should never respond or retaliate to cyber bullying incidents. Incidents should instead be reported to a member of the Senior Leadership Team and to the police.
- Evidence from the incident should be saved, including screen prints of messages or web pages, and the time and date of the incident.
- Where the perpetrator is a parent/carer, he/she will be invited into school to meet with a member of the Senior Leadership Team and will be asked to remove the offensive content.
- If the perpetrator refuses to comply, it is up to the school to decide what to do next. This could include contacting the internet service provider in question through their reporting mechanisms, if the offensive content breaches their terms and conditions.
- If the material is threatening, abusive, sexist, of a sexual nature or constitutes a hate crime, the school should consider contacting the Police.
- As part of our on-going commitment to the prevention of cyber bullying, regular education and discussion about online safety will take place as part of computing and P.S.H.E. (learning for life).

### **Sexting**

- Surrey Hills All Saints Primary School takes sexting very seriously. We will report any incidents of sexting including the possession and distribution of child pornography to parents and the Police.

- Surrey Hills All Saints Primary School will always try to establish who has possessed or distributed an indecent image so that we are able to provide the Police with accurate information.
- Surrey Hills All Saints Primary School will use the DfE's current advice Searching, Screening and Confiscation to search phones, if we believe they contain pornographic material.

### **Be SMART online**

We encourage children to take a SMART approach to social media behaviour:

- **Safe** – Do not give out personal information, or post photos of yourself to people you talk to online. Follow age restriction rules.
- **Meeting** – Do not meet somebody you have only met online. We encourage parents/carers to speak regularly to their children about who they are talking to online.
- **Accepting** – We advise that children only open emails and other forms of communication from people they already know.
- **Reliable** – We teach children about the dangers of believing everything they see online.
- **Tell** – We encourage children to tell a teacher, parent or carer if they see anything online that makes them feel uncomfortable.

### **Security and identity theft**

Staff, governors, parents and carers should be aware that social networking websites are a public forum, particularly if they are part of a 'network'. Staff, governors, parents and carers should not assume that their entries on any website will remain private. Staff, governors, parents and carers must also be security conscious and should take steps to protect themselves from identity theft, for example by restricting the amount of personal information that they give out. Social networking websites allow people to post detailed personal information such as date of birth, place of birth and, for example, favourite football team which can form the basis of security questions and passwords.