



Marriott Primary School

Social Media Policy

Adopted	16 April 2015
Signed (Chair of Governors)	
Reviewed (Due May 2019)	9 May 2019
Signed (Chair of Finance Committee)	Steve Wilson
Reviewed (Due June 2022)	
Signed (Chair of Governors)	

1. RATIONALE

1.1 Social media (such as Facebook and Twitter; messaging on Whatsapp or other messaging platforms; blogs; online discussion forums) bring opportunities for children, young people and adults to understand, engage and communicate with audiences in new and exciting ways. It is important that people are able to use these appropriately and safely.

1.2 No child at Marriott Primary School can access Facebook at school. We sincerely hope that no child can access Facebook outside of school, as under 13s should not be registered users. The same should be true for children under 13 accessing unapproved messaging platforms.

2. AIMS

2.1 This policy aims to:

- balance support for innovation whilst providing a framework for best practice
- ensure the school is not exposed to legal risks
- ensure that the school's excellent reputation is not compromised
- ensure that users of social media are able to clearly distinguish where information provided via social media is legitimately representative of the school.

3. SCOPE OF THIS POLICY

3.1 This policy is for all school stakeholders who may have access to social media - employees, governors and children who attend the school.

4. PRINCIPLES

4.1 All potential users should bear in mind that information they share through any social networking applications, even if they are on private spaces, are still subject to copyright, data protection and Freedom of Information legislation, as well as the Safeguarding Vulnerable Groups Act 2006.

4.2 Social networking applications must not be used by employees for personal use, in work time.

4.3 Any proposal for using social networking applications as part of a school service/activity (whether they are hosted by the school or by a 3rd party) must be approved by the Headteacher first.

4.4 School users must adhere to the following **Terms of Use**

Social networking applications:

1. Must not be used to publish any content which may result in actions for defamation, discrimination, breaches of copyright, data protection or other claim for damages; this includes, but is not limited to, material of an illegal, sexual or offensive nature that may bring the school into disrepute.
2. Must not be used for the promotion of financial interests, commercial ventures or personal campaigns.
3. Must not be used in an abusive or hateful manner.

4. Must not be used for actions that would put the employees, Governors or children in breach of school codes of conduct or policies relating to staff.
5. Must not breach the school's disciplinary policy, equality policy or bullying policy.
6. Must not be used to discuss or advise any matters relating to school issues, staff, children or parents.
7. No employee should have a 'friend' to share with information with who is a minor.
8. Employees should not identify themselves as a representative of the school.
9. References should not be made to any staff member, child, parent or school activity or event.
10. Staff should be aware that if their out-of-work activity causes potential embarrassment for the employer or detrimentally effects the employer's reputation, then the employer is entitled to take disciplinary action.
11. No child should attempt to access a staff member's area on a network.
12. As a rule children should not bring mobile phones to school but on the rare occasion that it does happen they should hand their mobile phone to their class teacher at the beginning of the school day.
13. I understand that I am fully responsible for my behaviours both in and out of school and as such recognise that my digital communications, subscriptions and content I access can have a bearing on my professional role.
14. I recognise that my social media activity can have a damaging impact on the school and children in my care at school if I fail to uphold my professional integrity at all times whilst using it.
15. If I am contributing to the school's social media account(s) or website(s) I will follow all guidelines given to me, with particular care given to what images/video imagery and details can be uploaded.
16. I will never upload images/video imagery of staff/pupils or other stakeholders to my personal social media accounts unless there is significant reason to and that permission has been granted by the Headteacher in writing for each occurrence.

5. MONITORING OF THIS POLICY

5.1 Any violation of this policy will be considered as potentially gross misconduct under the school's Disciplinary Policy (staff); under the Code of Conduct (governors) and under the school's Behaviour and Exclusion Policies (children).

5.2 All staff, children and Governors are encouraged to report any suspicions of misuse to the Headteacher or trusted adult. If the Headteacher receives a disclosure that an adult employed by the school is using social networking in an inappropriate way as detailed above, this should be recorded in line with the Child Protection Policy and/or Disciplinary Policy.

5.3 Children are strongly encouraged to report to a trusted adult any worries they have about cyberbullying or improper contact. The school has a duty of care to investigate and work with children and families where there are reports of cyberbullying/misuse of social media during out of school hours.

6. THE LAW

6.1 Whilst there is no one specific offence of cyberbullying, certain activities can be criminal offences under a range of different laws, including:

- The Protection from Harassment act 1997
- The Malicious Communications act 1988
- S.127 of the Communication act 2003
- Public Order Act 1986
- The Defamation Acts of 1952 and 1996

6.2 A school cannot be 'defamed'; only individuals or groups of individuals can bring action for defamation. Staff who are concerned that comments posted about them are defamatory in nature, should seek advice from their union or undertake their own legal advice.

6.3 The Head teacher will seek legal advice from Leicester City Council on any matters related to the potential misuse of social media.

7. LINKS TO OTHER SCHOOL POLICIES

- Complaints procedure
- Acceptable Use
- Anti-Bullying
- Child Protection
- Staff Disciplinary

8. POLICY REVIEW

8.1 This policy will be reviewed every three years or sooner if deemed necessary.
Next review due: June 2020



Acceptable Use Agreement

Background and purpose

With access to rich dynamic content, connectivity across the globe, a platform for creativity and a place to engage in debate, digital technologies provide a powerful tool for learning. Digital technologies give staff opportunities to enhance children's learning in their care and enable staff to become more efficient in their work. The very nature of digital technologies means that they should be used with care and particular attention given to demonstrating appropriate behaviours and avoidance of misuse at all times.

Professional integrity and strong moral purpose must be upheld at all times by staff. It is the duty of all staff members to ensure that children in their care get the very best start to the world of digital technology. This should include provision of a rich, robust online safety education for the children with clear reporting procedures for infringements to safeguarding. Having a transparent approach to using digital technology is a must. Additionally, staff should develop critical thinking in their children, along with strategies for avoiding unnecessary harm and strategies for dealing with online safety infringements.

The school's internet, network and ICT systems and subscriptions to services should be used with the utmost professionalism at all times. The school will aim to provide its staff with secure systems which will have filtering, monitoring and virus protection included. Anyone with access to the systems should be aware that their use of the systems is monitored, and this can be used to form evidence should any suspected infringements occur.

Acceptable Use Agreement

By signing this agreement, you will have access to the school's systems and acknowledge that you agree to all the statements below. Additionally, that you have read and understand school policies which have a bearing on this agreement.

- I will demonstrate the value of the use of digital technologies in improving the outcomes for children in my care.
- I will educate children in my care in the safe use of digital technologies, acting on any online safety issues in accordance with the school's policies.
- I understand my use of the school's ICT systems/networks and internet are monitored.
- I recognise that whether within school or out of school, I must abide by the rules/statements set out in this document when using systems, accessing/transferring data that relate to the school or impact on my role within the school and wider community.
- I know what GDPR is and how this has a bearing on how I access, share, store and create data.
- Any data that I have access to away from school premises must be kept secure and used with specific purpose. As outlined in the school's data protection policy, it is my responsibility to ensure when accessing data remotely that I take every bit of reasonable care to ensure the integrity and security of the data is maintained.
- I understand that I am fully responsible for my behaviours both in and out of school and as such recognise that my digital communications, subscriptions and content I access can have a bearing on my professional role.
- I recognise that my social media activity can have a damaging impact on the school and children in my care at school if I fail to uphold my professional integrity at all times whilst using it.
- If I am contributing to the school's social media account(s) or website(s) I will follow all guidelines given to me, with particular care given to what images/video imagery and details can be uploaded.
- I will never upload images/video imagery of staff/pupils or other stakeholders to my personal social media accounts unless there is significant reason to and that permission has been granted by the headteacher in writing for each occurrence.
- I will inform the school at the earliest opportunity of any infringement both on and off site by myself. Furthermore, if I am concerned about others' behaviours/conduct, I will notify the school at the earliest opportunity.
- I will never deliberately access, upload or download illegal, inflammatory, obscene or inappropriate content that may cause harm or upset to others.
- I will never download or install software unless permission has been given by the appropriate contact at school.
- I shall keep all usernames and passwords safe and never share them. Writing down usernames and passwords, including storing them electronically, constitutes a breach to our data protection and safeguarding policy.
- I will never leave equipment unattended which could leave data and information vulnerable; this extends to accessing data/services/content remotely.
- Any personal devices I own shall not be used to access school systems/data/services/content remotely unless I have adequate virus protection and permission from the school.
- I understand that mobile devices, including smart watches, shall not be used, nor in my possession, during times of contact with children. These devices will be securely locked away with adequate password protection on them should they be accessed by an unauthorised person.
- Any school trips/outings or activities that require a mobile phone/camera will be provided by the school and any data collected on them will be used in accordance with school policies.
- At no point- will I use my own devices for capturing images/video or making contact with parents/carers.

Staff Name:

Signature:

Date: