



Marriott Primary

Achieving Together

SOCIAL MEDIA POLICY

Approved	26th April 2022
Signed (Chair of Governors)	<i>Steve Wilson</i>
Reviewed (Due: 26/04/2025)	
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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
- Staff Handbook