



St Anne's C of E Primary School

Social Media Policy

Aims:

The purpose of this policy is to outline the responsibilities of staff, governors, parents and carers when using websites, web blogs and various social media platforms and sites.

St Annes recognises that the internet can be a valuable way to communicate and share information. Whilst staff, governors, parents and carers are free to use the internet in this way they must ensure that they do not breach the law, disclose confidential information regarding St Annes, breach copyright or defame the school, its staff, governors, parents, carers and pupils. They must not disclose personal data or information about any individual that may breach the Data Protection Act 1998 or St Annes E-Safety policy.

Social Media Definition

Social media technologies take on many different forms including magazines, internet forums (message boards), web logs (blogs), microblogging (Twitter, Reddit), social forums (Facebook), podcasts, photos, pictures, video and virtual game worlds.

Websites and blogs:

The following guidelines apply:

- Staff, governors, parents and carers must not disclose any information that is confidential to the school or any third party that has disclosed information to the school.
- Staff, governors, parents and carers must not link personal websites or social media accounts to the schools website.
- Staff, governors, parents and carers must not use the schools website or work email accounts to link to their weblog. Staff must not write their web blog during their employed hours.
- St Annes will not tolerate criticisms made through social media websites and blogs. If a staff member feels aggrieved they must follow the schools complaints and grievance policy and procedures and/or the whistle blowing procedure. Parents and carers must use the schools complaints policy which is available on the schools website and through the general office.

Social Networking Sites:

The school respects the rights of staff member'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:

- Ensure that they do not conduct themselves in a way that is detrimental to the school.

- Take care not to allow their interaction on websites or social media platforms, to damage working relationships between members of staff and the whole school community.

Important considerations:

When writing information on a website or social media platform, staff, governors, parents and carers should follow these guidelines:

- Do not defame (liable) 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 or her consent, otherwise they risk breaching the Data Protection Act 1998, which is a criminal offence.
- Should not include statements that could be regarded as abusive, defamatory, sexist and racist or that could be interpreted as harassment or bullying.
- Not to publish anything that could bring St Anne's into disrepute.
- Staff should only access social media sites in their own time.
- Staff should not comment on any posts made by others that relate to the school unless it is agreed by the head teacher.
- Staff should not share or discuss confidential matters relating to the school.
- It is not advisable for staff to invite parents and carers to be 'friends' on social networking sites. There may be a conflict of interest, security and privacy issues. Where relationships are already established, staff should proceed with caution being fully aware of the schools social media guidelines and the schools staff code of conduct.
- Staff should not accept 'friend' requests from a pupil at St Annes at any time. (the recommended minimum age for children to have their own Facebook account, for instance, is 13 years old)
- Staff should use all the privacy setting available to them in regards to any social media sites that they are a member.
- Staff should not share personal conversations.
- Staff should behave respectfully and not engage in any conversations on line that may be considered as objectionable or inflammatory.

Cyber-bullying:

St Annes C of E Primary School is committed to ensuring that all staff, governors, parents, carers and pupils are treated with dignity and respect. Bullying and harassment of any kind will not be tolerated. Cyber bullying may be in the form of text messages, emails and phone calls, instant messenger services, circulating photos or video clips or by posting on websites, blogs, social media platforms or in chat rooms. This list is not exhaustive. Staff, governors, parents and carers must be aware that if found to be taking part in cyber-bullying, they may face criminal prosecution under various laws including the Malicious Communications Act 1988.

Disciplinary Action:

If necessary, action will be taken against any member of staff, governor, parent and carer who is found to have breached this policy. Staff should refer to the Disciplinary Procedure.

Security:

Staff, governors, parents and carers should be aware that social networking sites are a public forum, particularly if they are part of a 'group' or 'network'. Staff, governors, parents and carers should not assume that any entries they make on websites or social media platforms will remain confidential.

This policy is to be read in conjunction with the staff code of conduct and e-safety policy.

Date agreed: 6th November 2017