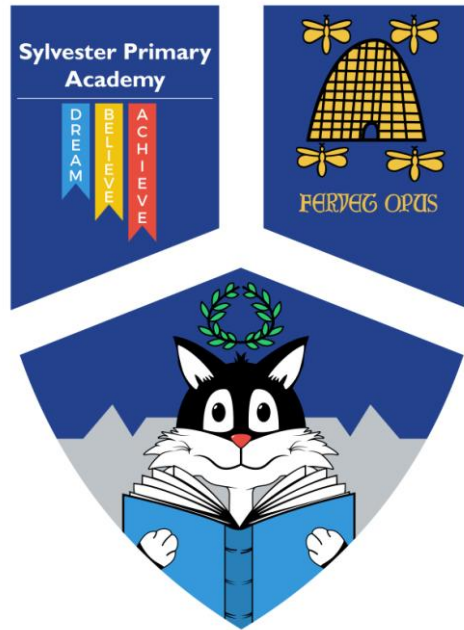


Sylvester Primary Academy



Social Media Policy

Sylvester Primary Academy

Social Media Policy and Use of Mobile Phones and Digital Photography Policy

Social media and social networking sites play an important role in the lives of many youngsters. We recognise that sites bring risks, but equally there are many benefits to be reaped. This document gives clarity to the way in which social media are to be used by pupils and school staff at Sylvester Primary Academy.

There are five key areas

- A. The use of social networking sites by pupils within school.
- B. Use of social networking by staff in a personal capacity.
- C. Creation of network accounts by staff for use in education.
- D. Comments posted by parents/carers.
- E. Dealing with incidents of online bullying.

A. The use of social networking sites by pupils within school.

If social media sites are used by pupils as part of the computing curriculum then staff should carry out a risk assessment to determine which tools are appropriate.

The school Code of Conduct states sanctions for breaching the policy.

B. Use of social networking by staff in a personal capacity.

It is possible that a high proportion of staff will have their own social networking site accounts. It is important for them **to protect their professional reputation** by ensuring that they use their personal accounts in an appropriate manner.

Guidelines are issued to staff:

- i. Staff must never add pupils as friends into their personal accounts.
- ii. Staff must not post pictures of school events without the Principal's consent.
- iii. Staff must not use social networking sites within lesson times.
- iv. Staff need to use social networking in a way that does not conflict with the current National Teacher's Standards.
- v. Staff should review and adjust their privacy settings to give them the appropriate level of privacy and confidentiality.
- vi. Staff must not post negative comments about the school, pupils, parents or colleagues including Governors.
- vii. Staff should read and comply with 'Guidance for Safer Working Practice for Adults who Work with Children and Young People'.

Inappropriate use by staff should be referred to the Principal in the first instance or LADO (Local Authority Designated Officer).

C. Creation of network accounts by staff for use in education.

All social media services must be approved by the Principal in advance of any educational work being undertaken.

D. Comments posted by parents/carers.

Parents and carers will be made aware of their responsibilities regarding their use of social networking. Methods of school communication include the prospectus, the website, newsletters, letters and verbal discussion.

- i. Parents are not expected to post pictures of pupils other than their own children on social networking sites.
- ii. Parents should make complaints through official school channels rather than posting them on social networking sites.
- iii. Parents should not post malicious or fictitious comments on social networking sites about any member of the school community.

Any comments on social media sites that could be interpreted as bringing the school into disrepute will be handed to the Local Authority Legal Team who will decide on an appropriate course of action.

E. Dealing with incidents of online bullying

The schools e-safety and/or Anti Bullying Policy makes sanctions regarding bullying using new technologies very clear.

Page 5 of 'Behaviour and Discipline in Schools' indicates that the school can take action against incidents that happen outside school if it:

- i. Could have repercussions for the orderly running of the school or
- ii. Poses a threat to another pupil or member of the public or
- iii. Could adversely affect the reputation of the school.

Use of social networking sites to harass, bully or intimidate would be covered by this irrespective of when/where the post was made.

Safeguarding of Children

Use of Mobile Phones and Digital Photography Policy

Children have their photographs taken to provide evidence of their achievements for their development records (The Early Years Foundation Stage, EYFS 2007). **Staff, visitors, volunteers and students are not permitted to use their own mobile phones to take or record any images of school children for their own records during the school day.**

Procedures

- i. Under the data protection act of 1998 school must seek parental consent to take photographs and use video recorders. Photographs will be stored on the EYFS iPads, class teacher encrypted laptops or encrypted pen drive. Once used they will be deleted.

- ii. The school's digital cameras must not leave the school setting (unless on an educational visit). Photographs are printed in the setting by staff and images are then removed from the camera memory.
- iii. Photographs may be taken during indoor and outdoor play and learning and displayed in school and in albums or a child's development records for children and parent carers, governors, OFSTED, LA officers to look through.
- iv. Often photographs may contain other children in the background.
- v. Events such as Sports Day, outings, Christmas and fundraising events may be recorded by video and photographs by staff and parent/carers but always in full view of all attending. Parents must not post photographs or video containing other children on social media websites. (See Policy above).
- vi. On occasion the school might like to use photographs of children taking part in an activity to advertise/promote the school via the website etc, however in this instance, specific parental permission will be required.
- vii. Many mobile phones have inbuilt cameras so staff mobile phones must not be used to take pictures of children in our school.
Visitors may only use their phones in the foyer or outside the building and should be challenged if seen using a camera inappropriately or photographing children.
- viii. The use of cameras and mobile phones are prohibited in toilets and nappy changing areas.
- ix. Staff are asked not to make personal calls during their working hours. However in urgent cases a call may be made or accepted if deemed necessary and by arrangement with the Principal.
- x. All school cameras and videos should be kept securely at all times and used with appropriate authority.

Reviewed: September 2018