



NETHERAVON ALL SAINTS C of E PRIMARY SCHOOL

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Social Media Policy

Date Approved:	1 st November 2016
Date of Review:	November 2018
Signed:	File copy signed
Position:	Chair of Governors

Introduction

What is social media?

For the purpose of this policy, social media is the term commonly used for websites which allow people to interact with each other in some way – by sharing information, opinions, knowledge, interests and photos/ videos. Social networking websites such as Facebook, GooglePlus and Instagram are perhaps the most well-known examples of social media but the term also covers other web based services such as blogs, video and audio podcasts, wikis, message boards, photo document and video sharing websites such as YouTube and micro blogging services such as Twitter. This definition of social media is not exhaustive as technology develops with new ways of communicating advancing every day.

Social networking activities conducted online outside work, such as blogging (writing personal journals to publicly accessible internet pages), involvement in social networking sites such as Facebook and posting material, images or comments on sites such as You Tube can have a negative effect on an organisation's reputation or image.

Netheravon All Saints C of E Primary School has a firm commitment to safeguarding children in all aspects of its work. This policy has been written to set out the key principles and code of conduct that we expect of **all** members of staff (as well as visitors to our school) with respect to their responsibilities in connection with the use of social networking sites.

Key Principles

All stakeholders at Netheravon All Saints C of E Primary have a responsibility to ensure that they protect the reputation of the school and to treat colleagues and members of our school community with professionalism and respect.

It is important to protect everyone at our school from allegations and misinterpretations which can arise from the use of social networking sites.

Safeguarding children is a key responsibility of all members of staff and it is essential that everyone at Netheravon All Saints C of E Primary School considers this and acts responsibly if they are using social networking sites out of school.

Anyone working in this school either as a paid employee or volunteer *must not communicate with children via social networking.*

This policy relates to social networking outside work. Blogging and accessing social networking sites at work using school equipment is not permitted. (Exceptions include class/

curriculum-based blogs (non-searchable and hosted by primaryblogger.co.uk), our learning platform (DB Primary), and filtered YouTube videos for specific teaching activities.

Aims

To set out the key principles and code of conduct expected of all members of staff, governors, friends and volunteers at Netheravon All Saints C of E Primary School with respect to social networking.

To further safeguard and protect children and staff.

Code of Conduct for all members of staff at Netheravon All Saints C of E Primary School –

Social Networking

The following are **not** considered acceptable:

- The use of the school's name, logo, or any other published material without written prior permission from the Head Teacher. This applies to any published material including the internet or written documentation
- The posting of any communication or images which links the school to any form of illegal conduct or which may damage the reputation of the school. This includes defamatory comments
- The disclosure of confidential or business-sensitive information; or the disclosure of information or images that could compromise the security of the school
- The posting of any images of employees, children, governors or anyone directly connected with the school whilst engaged in school activities including, but not limited to: sporting activities at school or other venues; drama and/or musical performances

In addition to the above everyone at our school must ensure that they:

- Do not make any derogatory, defamatory, rude, threatening or inappropriate comments about the school, or anyone at or connected with the school
- Use social networking sites responsibly and ensure that neither their personal/professional reputation, nor the school's reputation is compromised by inappropriate postings

- Are aware of the potential of on-line identity fraud and to be cautious when giving out personal information about themselves which may compromise their personal safety and security

Social Media In Netheravon All Saints C of E Primary School

We publish information about our school and communicate with parents / carers in many ways. Different communication methods may be suitable for children at different stages of their schooling and include:

- parents' evenings;
- informal meetings;
- newsletters;
- email and text messages;
- our own website, class pages and other school owned, moderated blogs;
- Tapestry online learning journal;
- class blogs hosted by primaryblogger.co.uk

We welcome anyone who is interested in the life of our school to follow us and connect with us in the various methods that we use. The website and the class blogs allow us to communicate much more about day-to-day life in school; the kind of detail that wouldn't normally be enough for a newsletter or a meeting.

Use of website/blogs

It's important for everybody's safety that we are clear about how we use these sites and what is acceptable behaviour from the people who choose to follow us. We use our website to publish information that is of general interest. We do not believe it is an appropriate place to discuss personal matters that are specific to individual members of our community, whether that be children, parents or staff.

Privacy

We will not publish photographs of children without the written consent of parents and carers.

We will not directly identify by name, any of the children featured in photographs.

Respect

We will not tolerate any form of bullying on any school blogs (all comments will be moderated prior to publishing).

We will not allow posts or comments that refer to specific, individual matters between the school and members of its community.

We will not tolerate any comments or posts that are defamatory, rude or abusive towards any member of our school community, whether that be children, parents, staff or governors.

Our rules

Where allowed by the site, we welcome comments on the information we post. However, we reserve the right to delete comments and ban further comments from anyone who breaks the terms of our policy.

We will ban and report anyone who breaks the terms of service of the website/blogs platform.

Staff should not give their personal contact details to pupils including e-mail, home or mobile telephone numbers, unless the need to do so is agreed with senior management and parents/carers.

Potential and Actual Breaches of the Code of Conduct

In instances where there has been a breach of the above Code of Conduct, the following will apply:

Any breaches of this policy will be fully investigated. Where it is found that there has been a breach of the policy this may result in action being taken under the Disciplinary Procedure. A breach of this policy will be considered to be a serious disciplinary offence which is also contrary to the school's ethos and principles.

Netheravon All Saints C of E School's Governing Body will take appropriate action in order to protect the school's reputation and that of its staff, parents, governors, children and anyone else directly linked to the school.

Review of policy

Due to the ever changing nature of information and communication technologies, it is best practice that this policy be reviewed annually and, if necessary, more frequently in response to any significant new developments in the use of technologies, new threats to e- safety incidents that take place from time to time.