



We are two inclusive schools, where individuals are welcome and celebrated.

Social Media Policy

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Social Media Policy

Objectives

This policy sets out Hollesley and Waldringfield Partnership's policy on social networking. Social networking activities conducted online outside work, such as blogging, involvement in any social networking sites such as Facebook or Twitter and posting material, images or comments on sites such as You Tube can have a negative effect on an organisation's reputation or image.

In addition, Hollesley and Waldringfield Partnership 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 with respect to their responsibilities in connection with the use of social networking sites.

Key Principles

- Everyone at Hollesley and Waldringfield Partnership has a responsibility to ensure that they protect the reputation of the school, and to treat colleagues and members of the school with professionalism and respect.
- It is important to protect everyone at Hollesley and Waldringfield Partnership from allegations and misinterpretations which can arise from the use of social networking sites.
- Safeguarding children is paramount and is a key responsibility of all members of staff and it is essential that everyone at Hollesley and Waldringfield Partnership considers this and acts responsibly if they are using social networking sites out of school. Anyone working in the school either as a paid employee or volunteer must not communicate with children via social networking.
- With safeguarding in mind, staff, parents and visitors are prohibited from using mobile phones in public areas around school and on school premises.
- This policy relates to social networking outside work. Blogging and accessing social networking sites at work or at home using school equipment is not permitted, unless for professional purposes and authorised by the Headteacher.
- It is also completely unacceptable to communicate on social media about the school or any member of the school community in or out of work on personally owned equipment.

Aims

- To set out the key principles and code of conduct expected of all members of staff, governors, friends and volunteers at Hollesley and Waldringfield Partnership with respect to social networking.
- To further safeguard and protect children and staff.

Overview and Expectations

All adults working with children have a responsibility to maintain public confidence in their ability to safeguard the welfare and best interests of children. It is therefore expected that they will adopt high standards of personal conduct in order to maintain the confidence and respect of their colleagues, children, public in general and all those with whom they work.

Adults in contact with children should therefore understand and be aware that safe practice also involves using judgement and integrity about behaviours in places other than the work setting.

The guidance contained in this policy is an attempt to identify what behaviours are expected of schools' staff who work with children.

Anyone whose practice deviates from this document and/or their professional or employment-related code of conduct may bring into question their suitability to work with children and young people and may result in disciplinary action being taken against them.

Parents will be asked annually to sign the parental agreement form in relation to the use of social media (appendix 3).

School staff should always maintain appropriate professional boundaries and avoid behaviour, during their use of the internet and other communication technologies, which might be misinterpreted by others. They should report and record any incident with this potential.

Code of Conduct: Social Networking

Under no circumstances should staff make reference to any staff member, pupil, parent or school activity/event.

The following are also **not considered acceptable** at Hollesley and Waldringfield Partnership:

- The use of the school's name, logo, or any other published material without written prior permission from the Headteacher. 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.

In addition to the above everyone at Hollesley and Waldringfield Partnership must ensure that they:

- Communicate with children and parents in an open and transparent way using the school phone number and email address.
- Never 'friend' a pupil at the school where they are working onto their social networking site.
- 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 nor 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.
- Make sure that high levels of privacy are set if they choose to use social media.
- Mobile phones must not be used on the premises by parents and other visitors

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
- The 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.

Whilst every attempt has been made to cover a wide range of situations, it is recognised that this policy cannot cover all eventualities. There may be times when professional judgements are made in situations not covered by this document, or which directly contravene the standards outlined

in this document. It is expected that in these circumstances staff will always advise the Headteacher of the justification for any such action already taken or proposed. The Headteacher will in turn seek advice from Human Resources where appropriate. This policy takes account of employment legislation and best practice guidelines in relation to social networking in addition to the legal obligations of governing bodies and the relevant legislation.

Safer Online Behaviour

Some social networking sites and other web-based sites have fields in the user profile for job title etc. **If you are an employee of a school and particularly if you are a teacher, you should not put any information onto the site that could identify either your profession or the school where you work. In some circumstances this could damage the reputation of the school, the profession or the local authority.**

In their own interests, staff need to be aware of the dangers of putting personal information onto social networking sites, such as addresses, home and mobile phone numbers. This will avoid the potential for children or their families or friends having access to staff outside of the school environment. It also reduces the potential for identity theft by third parties. All staff, particularly new staff, should review their social networking sites when they join the school to ensure that information available publicly about them is accurate and appropriate. This includes any photographs that may cause embarrassment to themselves and the school if they are published outside of the site.

Employees need to ensure that when they are communicating about others, even outside of work, that they give due regard to the potential for defamation of character. Making allegations on social networking sites (even in their own time and in their own homes) about other employees, children or other individuals connected with the school, or another school could result in formal action being taken against them. This includes the uploading of photographs which might put the school into disrepute.

Mobile Phones/Camera/Video Recorder Usage

To ensure the safety and welfare of children in our care personal mobile phones, cameras and video recorders must not be used when children are present.

- All mobile phones must be kept in a secure place (not in a pocket), switched off and not be accessed throughout contact time with the children.
- In exceptional circumstances, which have been discussed and agreed with a member of the leadership team, staff may keep their phone switched on and accessible as long as they use their phone out of view of children, i.e. in a room designated for staff, e.g. the staff room, an office or a room where teachers are having PPA time.
- During school visits mobile phones should be used away from the children and for emergency purposes only.
- Photographs or images of any children within our care may only be taken following parental consent and only using one of the school cameras / i-pads. These images should remain within this setting or be shared only with the parents of the child concerned.
- Personal mobiles, cameras or video recorders cannot be used to record classroom activities. ONLY school property can be used for this.
- School photographs and recordings can only be transferred to, and stored on the school network.

Protection of Personal Information

Staff should not give their personal e-mail addresses to children or parents. Where there is a need for communication to be sent electronically the school e-mail address should be used. Likewise staff should keep their personal phone numbers private and not use their own mobile phones to contact children or parents in a professional capacity. There will be occasions when there are social contacts between children and staff, where for example the parent and teacher are part of the same social circle or members of the same parish or community. These contacts however, will be easily recognised and openly acknowledged. Staff have a responsibility to make any such contact known to the senior leadership team.

Staff should never share their work log-ins or passwords with other people.

Staff are advised to understand who is allowed to view the content on their pages of the sites they use and how to restrict access to certain groups of people.

Access to Inappropriate Images and Internet Usage

There are no circumstances that will justify adults possessing indecent images of children. Staff who access and possess links to such websites will be viewed as a significant and potential threat to children. Accessing, making and storing indecent images of children are illegal. This will lead to criminal investigation and the individual being barred from working with children, if proven.

Staff should not use equipment belonging to their school to access any pornography; neither should personal equipment containing these images or links to them be brought into the workplace. This will raise serious concerns about the suitability of the adult to continue to work with children.

Where indecent images of children are found by staff, the police should be immediately informed. Schools should not attempt to investigate the matter or evaluate the material themselves, as this may lead to evidence being contaminated which in itself can lead to a criminal prosecution.

Where other unsuitable material is found, which may not be illegal but which raises concerns about that member of staff, the Headteacher (and in the Head's absence, a member of the SLT) should be informed and that person will seek advice from School's HR. The school will not attempt to investigate or evaluate the material themselves until such advice is received.

Cyber-bullying

Hollesley and Waldringfield Partnership definition of cyber-bullying is **'the use of modern communication technologies to embarrass, humiliate, threaten or intimidate an individual in the attempt to gain power and control over them.'**

In order to reduce the potential for cyber-bullying children are not allowed to bring phones into school. If a mobile phone is brought into school by a child it must be kept in the main office until home-time. In exceptional circumstances, parents may ask for the office staff to keep safe a child's mobile phone, but consent from the Headteacher must be granted first.

Prevention activities are key to ensuring that staff are protected from the potential threat of cyber-bullying. All employees are reminded of the need to protect themselves from the potential threat of cyber-bullying. Following the advice contained in this guidance should reduce the risk of personal information falling into the wrong hands.

If cyber-bullying does take place, employees should keep records of the abuse, text, e-mails, website or instant message and should not delete texts or e-mails. Employees are advised to take screen prints of messages or web pages and be careful to record the time, date and place of the site.

Staff are encouraged to report all incidents of cyber-bullying to their line manager or the Headteacher. All such incidents will be taken seriously and will be dealt with in consideration of the wishes of the person who has reported the incident. It is for the individual who is being bullied to decide whether they wish to report the actions to the police.

Appendix 1

EXAMPLE LETTER TO PARENTS

It has recently come to our attention that you've used [social media and/or private Facebook or chat groups] to:

- Complain about individual members of staff
- Complain about the school
- Make inappropriate comments about members of staff, or other parents or pupils
- Draw attention to behaviour incidents
- Post pictures of children that aren't your own

link to the social media post if possible.

Delete as appropriate to the incident

POST RELATING TO A MEMBER OF STAFF:

Our staff are committed, dedicated professionals who deserve to be treated with respect.

If you have a concern or complaint about a member of staff, you should raise it directly with the school, in line with our complaints procedure.

Comments, concerns or complaints posted on social media can't be addressed by the school in a constructive manner.

A copy of our complaints procedure is available on our website, or you can request one from the school office.

POST RELATING TO COMPLAINTS ABOUT THE SCHOOL

We take complaints and concerns from parents seriously, and will try to resolve them as best we can.

In order to do this, parents need to follow our complaints procedure, and raise any concerns by contacting the school directly.

Complaints raised on social media can't be addressed constructively.

A copy of our complaints procedure is available on our website, or you can request one from the school office.

POST RELATING TO INAPPROPRIATE COMMENTS ABOUT MEMBERS OF STAFF, OR OTHER PARENTS OR PUPILS:

At Hollesley and Waldringfield Partnership we believe it's important for our pupils to learn how to treat others with respect, including when they're online.

Parents have an important role to play in modelling this for their children.

We ask parents to kindly refrain from using inappropriate language, or from speaking about staff, parents and pupils in a way that is rude, intimidating or threatening.

We expect all members of our community to treat each other with respect.

POST RELATES TO A BEHAVIOUR INCIDENT:

The school has a robust behaviour policy, and our staff work hard to ensure it is applied consistently while pupils are in school.

Our policy also sets out when we will intervene in behaviour incidents that occur outside of school.

If you're aware of a behaviour incident, please make an appointment to speak to the appropriate member of staff directly.

Discussing behaviour incidents online doesn't help the school address the issue. It may also prevent the school from conducting a full and fair investigation, or present a safeguarding concern for any parents or pupils named in the incident.

A copy of our behaviour policy is available on our website, or you can request one from the school office.

If you'd like to make an appointment to speak to the headteacher or another member of staff, please contact the school office on [insert phone number].

POST INCLUDES PICTURES OF OTHER CHILDREN:

Our school has a responsibility to keep pupils safe online and offline.

You must not take or share photos or videos on social media of children who aren't your own, unless you have the express consent of the other child's parents.

Children, and parents, must be allowed to control what information about them, if any, is shared online.

In some cases, posting photos of a child online can present a safeguarding concern.

Please delete or remove any photos of other children you have taken or shared without their parents' consent.

If you continue to [make inappropriate comments, complain about staff/the school, draw attention to behaviour incidents, etc.] in this way, the school may take further action.

We will seek legal advice if we believe any comments about the school, or individual members of staff, to be defamatory, indecent or threatening.

We will involve the police if we believe comments or behaviour are threatening or

discriminatory.

I may also consult with the governing board about banning you from the school site.

If you would like to discuss the [incident(s)] further, please call the school office and make an appointment.

Yours sincerely,

Sarah Wood
Headteacher

Don't accept friend / follow requests from pupils

10 rules for teachers on social media

1. Change your display name - use your first and middle name, use a maiden name, spell your surname backwards, use a nickname, or use a contraction
2. Change your profile picture to something unidentifiable, or if not, ensure the image is professional
3. Check your privacy settings regularly
4. Be careful about tagging other staff members in images or posts
5. Don't share anything publicly that you wouldn't be just as happy showing your pupils
6. Don't use social media sites in school hours
7. Don't make comments about your job, your colleagues, your school or your pupils online - once it's out there, it's out there
8. Don't associate yourself with your school on your profile (e.g. by setting it as your workplace, or by 'checking in' at a school event)
9. Don't link your work email address to your social media accounts. Anyone who has this address (or your personal email address / mobile number) is able to find you using this information
10. Consider uninstalling social media apps from your phone, The app recognises wi-fi connections and makes friend suggestions based on who else uses the same wi-fi connection (such as parents or pupils)

What to do if...

A pupil adds you on social media

- In the first instance, ignore and delete the request. Block the pupil from viewing your profile
 - Check your privacy settings again, and consider changing your display name or profile picture
 - If the pupil asks you about the friend request in person, remind them of your school's social media policy (if you have one), or tell them that you're not allowed to accept friend requests from pupils and that if they persist, you'll have to notify senior leadership and/or their parents. If the pupil persists, take a screenshot of their request and any accompanying messages
 - Notify your senior leadership team or headteacher about what is happening
-

A parent adds you on social media

- It is at your discretion, in accordance with your school's social media policy, whether to respond. Bear in mind that:
 - Responding to one parent's friend request or message might set an unwelcome precedent for both you and other teachers at the school
 - Pupils may then have indirect access through their parent's account to anything you post, share, comment on or are tagged in
- If you wish to decline the offer or ignore a message, consider drafting a stock response (either individually or as a school) to let the parent know why you're doing so

You're being harassed on social media, or somebody is spreading something offensive about you

- Do not retaliate or respond in anyway
- Save evidence of any abuse by taking screenshots and recording the time and date it occurred ➤
Report the material to Facebook or relevant social network and ask them to remove it
- If the perpetrator is a current school pupil or staff member, the school's own mediation and disciplinary procedures are usually sufficient to deal with online incidents
- If the perpetrator is a parent or other external adult, a senior member of staff should invite them to a meeting to address their concerns, address any reasonable complaints and/or request they remove the offending comments or material
- If the comments are racist, sexist, of a sexual nature or constitute a hate crime, you or someone from the school should consider contacting the police

Check your Facebook privacy settings

- Change the visibility of your posts and stories to 'Friends', rather than 'Public'. Otherwise pupils and their families may be able to see your posts and pictures you've been tagged in, even if you haven't accepted a friend request or they're not on Facebook
- Don't forget to check your old posts and photos – see [Facebook's privacy support page](#) for step-by-step instructions on how to do this
- The public may still be able to see posts you've 'liked', even if your profile settings are private, because this depends on the privacy settings of the original poster
- Prevent search engines from indexing your profile so people can't search for you by name – see [Facebook's step-by-step instructions](#)
- Remember, some information is always public; your display name, profile picture, cover photo, user ID (in the URL for your profile), country, age range and gender
- Google your name to see what information about you is visible to the public

Check your Instagram privacy settings

- Change your profile visibility from the default 'Public' setting to 'Private'. Otherwise pupils and their families will be able to see your posts, reels, locations, and who you are following and are followed by. Go to the [Instagram Help Centre](#) for support with your privacy settings
- If a pupil or parent followed you before you changed your privacy settings, block them to prevent them seeing your posts
- Be careful about giving third-party apps or websites access to your Instagram account, and check app privileges in your phone to see if any apps currently have access. Sharing your information can put your account at risk and make you visible on search engines, even if you have set your account to 'Private'.
- Remember, some information is always public; your username, your bio and your profile picture ➤ Google your name to see what information about you is visible to the public

Check your Twitter privacy settings

- If you have a Twitter account specifically for or about teaching, make sure you don't include identifying information about yourself or your school. Use a nickname, for example 'Miss M'
- Change the visibility on your birth date to 'You follow each other' to prevent pupils and parents seeing this personal information. See Twitter's [profile visibility guidance](#) for more support
- Remember, your username, biography, location, website and profile picture are always public and can be seen by pupils and parents, even if they don't follow you and you have protected your tweets
- Protect your tweets by checking the box in the 'Audience and tagging' section of your privacy settings. This will mean only your approved followers can see your tweets
- Google your name to see what information about you is visible to the public

Appendix 3: Parental agreement

Acceptable use of social media: agreement for parents and carers

Name of parent/carer:

Name of child:

Online channels are an important way for parents/carers to communicate with, or about, our school.

The school uses the following channels:

- Our official Facebook page
- Email/text groups for parents (for school announcements and information)
- Our virtual learning platform

Parents/carers also set up independent channels to help them stay on top of what is happening in their child's class. For example, class/year Facebook groups, email groups, or chats (through apps such as WhatsApp).

When communicating with the school via official communication channels, or using private/independent channels to talk about the school, I will:

- Be respectful towards members of staff, and the school, at all times
- Be respectful of other parents/carers and children
- Direct any complaints or concerns through the school's official channels, so they can be dealt with in line with the school's complaints procedure

I will not:

- Use private groups, the school's Facebook page, or personal social media to complain about or criticise the school or members of staff. This is not constructive and the school can't improve or address issues if they aren't raised in an appropriate way
- Use private groups, the school's Facebook page, or personal social media to complain about, or try to resolve, a behaviour issue involving other pupils. I will contact the school and speak to the appropriate member of staff if I'm aware of a specific behaviour issue or incident
- Upload or share photos or videos on social media of any child other than my own, unless I have the permission of the other children's parents/carers

Signed:

Date: