

Woodcocks' Well CE PS



Social Networking Policy

This policy applies to all governors, staff, volunteers, children and the families of children who attend WOODCOCKS' WELL CE PS on using social networking sites and other new media in a personal capacity. Whilst the school respects the rights of all to a private life and has no wish to interfere with this, it is strongly recommended that the following principles and aims are adhered to.

Introduction

Social networking activities conducted online outside work for personal purposes, such as blogging (writing personal journals to publicly accessible Internet pages), involvement in social networking sites such as Facebook, Instagram, Myspace or Bebo, 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, WOODCOCKS' WELL CE PS has a firm commitment to safeguarding children in all aspects of its work.

In the majority of cases the use of social networking sites is uncomplicated and trouble-free, but there are some occasions where an employee's personal life and work life can start to overlap through these sites. For example:

- Where students/parents making complaints, search the web for information about staff involved in their case - finding social networking sites, blogs and photo galleries could potentially fuel their concerns
- Journalists increasingly use the web to research stories and may reprint photos or comments that they find relating to school employees
- Some people also look on social networking sites to find out information about people applying for jobs

This policy has been written to set out the key principles and code of conduct that we expect of all members of staff to follow, with respect to their responsibilities, in connection with the use of social networking sites.

Key Principles

All stakeholders at Woodcocks' Well CE Primary School have a responsibility to ensure that they protect the reputation of the school, and to treat colleagues and members of the setting with professionalism and respect.

It is important to protect everyone at Woodcocks' Well CE PS 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 Woodcocks' Well CE PS considers this and acts responsibly if they are using social networking sites out of work hours. All persons associated with Woodcocks' Well CE PS must act in a professional manner and not communicate school issues concerning staff, children and parents via social networking.

This policy relates to social networking outside work. Blogging and accessing social networking sites at work using the setting equipment is not permitted.

Aims

To set out the key principles and code of conduct expected of all governors, staff, volunteers, children and their families at Woodcocks' Well CE Primary School with respect to social networking.

To further safeguard and protect children and staff.

Code of Conduct for Woodcocks' Well CE Primary School Out Of School - Social Networking

The following are not considered acceptable:

- The use of the setting'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 setting to any form of illegal conduct or which may damage the reputation of the setting. 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 setting.
- The posting of any images of employees, children, or anyone directly connected with the setting whilst engaged in setting activities.

In addition to the above everyone at Woodcocks' Well CE Primary School must ensure that they:

- Do not make any derogatory, defamatory, rude, threatening or inappropriate comments about the setting, or anyone at or connected with the setting.
- Use social networking sites responsibly and ensure that neither their personal/professional reputation, or the setting'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.

Additional guidelines are listed below.

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.

The Head Teacher will take appropriate action in order to protect Woodcocks' Well CE PS reputation and that of its staff, parents, children and anyone else directly linked to the school.

Guidelines for Staff

- Always adhere to school's ESafety Policy.
- Photographic material and/or video footage that include pupils must NOT be taken using your PERSONAL equipment (eg mobile phones, ipads, tablets or camcorders).
- Remember posts/tweets/blogs are an extension of your classroom. What is inappropriate in your classroom should be deemed inappropriate online.
- Wall posts and descriptions should portray you in a professional manner.
- Do not post personally identifiable student information of any kind - you MAY use first names and year groups.
- No tagging of other staff without their permission.
- Pupils must NOT be tagged in any photograph that is uploaded onto Woodcocks' Well CE PS social media channels.
- Do not post confidential information about students, staff or the school.
- Use of profanity or threatening language is forbidden.
- Under no circumstances should negative comments be made about students, parents or other staff
- Be respectful of the opinions of others in your posts or comments.
- Do not post personal information about current or past members of staff.
- Do not post your personal information on the school social media platforms.
- When posting personal opinions please remember that you are representing the school.
- Passwords and other login information must be confidential at all times and kept in a safe place.
- Staff should communicate with students ONLY through the school social media accounts, and not through personal accounts.

- Friending/following/liking students personal accounts is forbidden.
- Staff are advised to ensure privacy settings of their personal social media accounts/pages are limited to 'friends'.
- Respect brand, trademark, copyright information and/or images of the school (if applicable).
- When using a hyperlink, be sure that the content is appropriate. Always view where the hyperlink takes you before you share it.
- Users should not take credit for things they didn't create themselves, or misrepresent themselves as an author or creator of something found online. Research conducted via the Internet should be appropriately cited, giving credit to the original author.

Guideline for Children

- Always adhere to school's guidance on safe use of the internet.
- Pupils must NOT be tagged in any photograph that is uploaded onto Woodcocks' Well CE PS social media channels.
- Children must adhere to the age restrictions of social media platforms.
- Do not engage in any abusive, threatening, unkind or bullying behaviour.
- Use of profanity or threatening language is forbidden.
- Under no circumstances should negative comments be made about staff, parents or other pupils.
- Your online behaviour should reflect the same standards of honesty, respect and consideration that you use face-to-face.
- Be respectful of the opinions of others in your posts or comments.
- Passwords and other login information must be confidential at all times and kept in a safe place.
- Unless otherwise started by teachers or other staff, use of social media shall not be permitted during classroom hours.

Guideline for Parents

- The school will monitor content and activity on Woodcocks' Well CE PS social media platforms. However, it is not responsible for improper use of social media by pupils.
- It is the responsibility of parents/guardians to monitor their child's activities on social media.
- Do not use profanity or engage in any abusive, threatening or bullying behaviour.
- Only school-related content will be permitted – content relating to personal issues or concerns is not permitted and may be removed by the administrator of the account.

- Under no circumstances should negative comments be made about pupils, staff or other parents.
- Be respectful for the opinions of others in your posts or comments.
- Users should not take credit for things they did not create themselves, or misrepresent themselves as an author or creator of something found online. Research conducted via the Internet should be appropriately cited, giving credit to the original author.
- Do not post photos of other pupils or tag other pupils without their permission.
- Parents are advised to exercise parental control settings to safeguard their children.

Signed: Head Teacher Date

Signed: Governor Date

Woodcocks' Well CE PS

**Social Media Acceptable Use Policy and User Agreement
Parental Agreement**

As the parent / carer of,
I have read the school's Social Media Acceptable Use Policy document and accept
its contents. I agree to support the implementation of the school's safeguards as laid
out therein for the duration of my child's attendance at the school.

Parent/Carer's Name

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Signature

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Date

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*Completed copies of this form should be returned to the School Office at Woodcocks' Well CE
PS*

Woodcocks' Well CE PS

**Social Media Acceptable Use Policy and User Agreement
Pupil Agreement**

I have read the School's Social Media Acceptable Use Policy document and agree to observe the terms and conditions therein.

Pupil Name

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Signature

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Date

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Completed copies of this form should be returned to the School Office at Woodcocks' Well CE PS

Woodcocks' Well CE PS

**Social Media Acceptable Use Policy and User Agreement
Staff Agreement**

I have read the School's Social Media Acceptable Use Policy document and agree to observe the terms and conditions therein.

Name of Governor / Staff / Volunteer

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Role

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Signature

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Date

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Completed copies of this form should be returned to the School Office at Woodcocks' Well CE PS.

