St Mary's
Catholic Primary School

Social Media Policy

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SOCIAL MEDIA POLICY

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Date Policy Approved: October 2021   Date for Review: October 2023

This policy is written in compliance with and should be read in conjunction with:

• DfE – Keeping Children Safe in Education (2021)

• St Mary's Catholic Primary School Safeguarding and Child Protect Policy (2021)
• St Mary's Catholic Primary School E-Safety Policy (2021)

It will be reviewed regularly according to the schools rolling programme for policy review.

1. Introduction

Whilst St Mary's Catholic Primary School recognises the benefits of social networks for new and exciting forms of communication, this policy sets out the principles that pupils, staff and parents/guardians/carers are expected to follow when using social media.

The internet is a fast-moving technology and it is impossible to cover all circumstances or be aware of all the latest forums of emerging media and platforms. This policy covers the use of existing and any future social networking platforms.

2. Guidelines for Pupils

• Pupils must not use social media and the internet in any way to attack, insult, abuse or defame other pupils or any member of staff.
• Pupils must not use social media in a way that brings disrespect to our school.
• Photographs, videos or any image of pupils, staff or any member of our school community must not be published on a personal or public web space without prior permission from the school.
• Pupils and the wider school community should not post images or videos from school trips on any social media site.
• Social network sites should never be accessed within school.

3. Guidelines for Staff

It is possible that many 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:

• Staff must never add pupils as friends into their personal accounts.
• Staff must not use social networking sites within lesson times.
• Staff need to use social networking in a way that does not conflict with the current Teacher's Standards.
• Staff should review and adjust their privacy settings to give them the appropriate level of privacy and confidentiality.

- Posting derogatory comments about pupils, parents or colleagues is never acceptable. Staff are required to uphold the reputation of the school, to maintain reasonable standards in their own behaviours, and to uphold public trust in their profession.
- Staff may have legitimate reasons to use social network accounts in the classroom e.g. uploading children's learning experiences and outcomes to Twitter. All other social media uses must be approved by the Headteacher in advance.
- Inappropriate use by staff should be referred to the Headteacher.

4. Guidelines for Parents/Guardians/Carers

Parents/Guardians/Carers should be aware of their responsibilities regarding the use of social networking:

- Parents/Guardians/Carers should not post pictures of pupils other than their own children on social networking sites.
- Parents/Guardians/Carers should make complaints through the official school channels rather that posting them on social networking sites which can be detrimental and possibly damaging to the school community and, as such, are not beneficial to the children.
- Parents/Guardians/Carers should not post inaccurate, malicious or fictitious comments on social networking sites about any member of the school community or any school policy, process or procedure.
- The Governors will take appropriate action in order to protect the school's reputation and that of its staff, pupils and parents/guardians/carers, governors, and anyone else directly linked to St Mary's Catholic Primary School.
- Action will also be taken if any inappropriate comments are made in which a member of the school community can be identified from the content of the comment.

5. Guidance/protection for pupils on using social networking

To support the pupils of St Mary's Catholic Primary School, members of staff will give clarity to pupils and parents/guardians/carers about the acceptable use of the internet and mobile devices by children.

E-safety workshops, including the use of social media, are planned in each academic year to provide support and updates for parents. Parents are also provided with weekly tips of online safety via the newsletter. Further support can be accessed on the school website.

Parents/Guardians/Carers have full responsibility for their child's use of the internet, mobile devices and social networks outside of school.

No pupils under 13 years of age should be accessing social networking sites. There is a mechanism on Facebook where pupils can be reported via the Help screen or by accessing the link below.

https://www.facebook.com/help/contact/209046679279097

St Mary's Catholic Primary School
Safeguarding and Child Protection
Code of Conduct Regarding the Use of Social Media

This Code of Conduct applies to everyone within our school community.

Safeguarding and Child Protection is a key responsibility for everyone within our school community. An increasingly important aspect of Safeguarding and Child Protection concerns our use of social media. Below is a 'Code of Conduct Regarding the Use of Social Media' that we expect all members of the school community (children, parents, staff, governors and all regular visitors) to adhere to.

1. When using social media everyone has a responsibility to treat others within the school community with respect. Individuals must not make any derogatory, defamatory, rude, threatening or inappropriate comments about anyone connected to the school. Offensive language should not be used.
2. There must not be any postings on social media that links the school to any form of illegal conduct or which might damage the reputation of the school.
3. Confidential information regarding anyone within the school community must not be posted online. In relation to specific school activities, personal contact details including email addresses, home or mobile telephone numbers must not be made available online unless this has been agreed with the Headteacher.
4. Photographs or video clips of children completing activities in school must not be posted on social media by parents or children without the permission of the Headteacher.
5. The school's name, logo or documents must not be posted online without the permission of the Headteacher.
6. Messages that compromise the security of the school premises must not be posted online.
7. Where images or video clips of children are posted on the school website or other online facility endorsed by the school, the names of the children will not be provided without approval of parents..
8. Parents are responsible for their children's use of social media outside of school. They should be aware of the age restrictions regarding particular forms of social media, for example, Snapchat, Instagram, Facebook and Whatsapp state clearly that their registered users should be at least 13 years of age.
9. Social media sites should be set as 'Private' and children must not be listed as approved contacts.
10. Staff or volunteers working in the school must not use social media to communicate directly with children who attend the school.