



Social Media Policy.

Review Body:	Full Governing Body
Responsibility:	Head teacher
Type of Policy:	non stat
Review Period:	Bi annually
Reviewed:	July 2020
Next Review:	July 2022

Lyng CE Primary school understands that social media is a growing part of life outside of school. We understand that our school community benefits from the positive and supportive nature of social media. Our fundraising efforts are enhanced and busy parents/carers can form social networks that benefit themselves and their children.

The school recognises that social networking sites, websites and blogs provide a useful tool for communication and learning and are accessed widely. However, the safeguarding of pupils and employees is of paramount importance, adults should lead by example and set standards of behaviour. Communication by social media is rarely private and as a result, comments and images can become available to a much wider audience, thus upsetting some, worrying others and misleading many through rumour and misinterpretation.

We hope that the following information will help ensure the school community can enjoy the benefits of social media, and prevent its misuse.

At Lyng CE Primary School, we are committed to:

- Encouraging the responsible use of social media.
- Protecting our pupils from the potential dangers of social media.
- Maintaining parent/carer partnerships, ensuring that worries, concerns and complaints can be resolved through appropriate methods.
- Preventing and avoiding damage to the reputation of the school through irresponsible use of social media.
- Protecting our staff from cyber bullying and potentially career damaging behaviour.

Responsibilities

- The governing body has overall responsibility for the implementation of the Social Media Policy and procedures.
- The governing body has responsibility for ensuring that the Social Media Policy, as written, does not discriminate on any grounds, including but not limited to: ethnicity/national origin, culture, religion, gender, disability or sexual orientation.
- The governing body has responsibility for handling complaints regarding this policy as outlined in the school's Complaints Policy.
- The head teacher will be responsible for the day-to-day implementation and management of the Social Media Policy and procedures.
- Parents and carers will be expected to promote safe social media behaviour.

Definitions

Our school defines "social media" as any online platform that offers real-time interaction between the user and other individuals or groups including but not limited to:

Blogs.

Online discussion forums, such as netmums.com.

Collaborative spaces, such as Facebook.

Media sharing services, such as YouTube.

'Micro-blogging' applications, such as Twitter.

Our school defines "cyber bullying" as any use of social media or communication technology to bully an individual or group.

Our school defines “members of the school community” as any teacher, member of support staff, pupil, parent/carer of pupil, governor or ex-pupil.

We request that at Lyng CE Primary school members of the school community act responsibly in their use of social media and be respectful towards the school and its community. Therefore

- Consideration must be given to what is being posted with regards to:
Whether permission been granted to publicise it from the person who created it?
Whether the person who created it aware that the material is going to be made available on social media?
- Adults will not attempt to “friend” or otherwise contact members of staff through social media. If such contact is made, it will be reported to the head teacher for action.
- Adults will not post content online which could be viewed as damaging to any of the members of the school community, including pupils, staff, other adults and the school itself. This includes negative, offensive or threatening comments.
- Adults will not post images or photographs of members of the school community without confirmation of their permission prior to any posting on social media. Individual names should not be included.
- Adults will not post anonymously or under an alias to evade the guidance given in this policy.
- Any cases of social media use that breach the guidelines of this policy will be reported to the head teacher immediately.
- The head teacher will arrange a meeting with the individual concerned to discuss their use of social media as well as advice on available routes for concerns or complaints; discussion of a resolution to the concern.
- The individual will be advised to remove any posts or comments that are harmful, or could be considered harmful immediately. The head teacher may report the individual using the appropriate ‘report abuse’ section on the specific social media site
- Further steps could potentially include taking legal advice or action if the information or contact with the Police if there are grounds for harassment.

Online conduct should be as exemplary as offline conduct.

This policy is in addition the school’s ‘Internet, Social networking and Email Policy’ which provides further information for all members of the school community.

Addendum – Where School Governors become aware of, or are in receipt of information relating to the school, through social media, they are advised to make a judgement as to whether it is of sufficient concern to bring to the attention of the head teacher.

Governors are advised not to engage in conversation or respond to negative comments on social media that relate to the school community, the children and staff.

Addendum agreed 5/2/19 Reviewed July 2020.