

## Social media Policy

(August 2015) revised January 2019

### Social Media Policy

#### Prepared using DFE publication, Keeping children safe in Education Sept 2018

Social media and social networking sites play an important role in the lives of many youngsters. We recognise that sites bring risks, but equally there are many benefits to be reaped. This document gives clarity to the way in which social media are to be used by pupils and school staff at The Iona School

#### There are six key areas

1. The use of social networking sites by pupils within school.
2. Use of social networking by staff in a personal capacity.
3. Creation of network accounts by staff for use in business capacities
4. Comments posted by parents/carers.
5. Dealing with incidents of online bullying.
6. The use of social networking sites by pupils within school.

It is possible that a high proportion of 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.

#### All Staff must abide by the following

- Staff, their partners and their children must never add pupils, parents or service users as friends into their personal accounts.
- Staff must not post pictures of school/nursery events or advertise school events on their personal accounts
- Staff must not use social networking sites within school times. Staff should review and adjust their privacy settings to give them the appropriate level of privacy and confidentiality.
- Staff must not post any comments about the school, nursery, pupils, service users, parents or colleagues including trustees.
- Staff must not add the Iona school or nursery to their pages, there must be complete professional distance.
- Whilst cameras are not allowed in early years, staff, must, under no circumstances share pupils pictures on their personal pages.
- Staff must not be in online social media groups with parents or pupils, such as Facebook messenger, what's app etc.

Inappropriate use by staff should be referred to the school manager in the first instance or LADO (Local Authority Designated Officer).

### **Creation of network accounts by staff for use in education.**

- All social media services must be approved by the school manager in advance of any educational work being undertaken.
- No staff member will link the Iona School to any account unless they have permission from the school manager

### **Parents and carers**

- Parents and carers will be made aware of their responsibilities regarding their use of social networking. Methods of school communication include the prospectus, handbook, the website, newsletters, letters and verbal communication
- Parents are not expected to post pictures of pupils other than their own children on social networking sites.
- Parents should make complaints through official school channels rather than posting them on social networking sites or via messaging groups.
- Parents should not post malicious or fictitious comments on social networking sites, online groups or the internet about any member of the school community.
- Any comments on social media sites that could be interpreted as bringing the school into disrepute will be handed to our legal team who will decide on an appropriate course of action.

### **Dealing with incidents of online**

#### **Bullying**

Anti Bullying Policy makes sanctions regarding bullying using technologies very clear.

The school can take action against incidents that happen outside school if it:

- Could have repercussions for the orderly running of the school or
- Poses a threat to another pupil or member of the public or
- Could adversely affect the reputation of the school.

Use of social networking sites to harass, bully or intimidate would be covered by this irrespective of when/where the post was made.

#### **Issue date**

This policy takes effect from August 2015

#### **Review date**

This policy will be reviewed and revised by the school manager on an annual basis.

#### **Endorsement**

Full endorsement to this policy is given by:

Name: Mr Martin Taylor

Position: Iona School Trustee

Signed: 

Date: 08/01/19

Related policies

- Safeguarding policy
- Mobile phone policy
- photography policy

*Lona School & Nursery*