



Kea School Social Media Policy

Approved by: Full Governors

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**Next review due
by:** July 2024

Signed by:

Name:

Kea School Social Media Policy

Social media is a broad term for any kind of online platform which enables people to directly interact with each other (examples include Facebook, Twitter, LinkedIn). However, some games (such as Minecraft) and video sharing platforms (such as YouTube) have social media elements to them too.

Kea Primary School recognises the numerous benefits and opportunities which a social media presence offers, particularly with regard to active, real-time communication. Staff, parents/carers and pupils are actively encouraged to find creative ways to use different types of media. However, there are some risks associated with social media use, especially around the issues of safeguarding, bullying and personal reputation. This policy aims to encourage the safe use of social media by Kea Primary School, its staff, parents, carers and children.

1. Scope

This policy is subject to the school's Codes of Conduct and Acceptable Use Agreements.

This policy:

- Applies to all staff and to all online communications which directly or indirectly, represent the school.
- Applies to such online communications posted at any time and from anywhere.
- Encourages the safe and responsible use of social media through training and education.
- Defines the monitoring of public social media activity pertaining to the school.

The school respects privacy and understands that staff, parents and pupils may use social media forums in their private lives. However, personal communications likely to have a negative impact on professional standards and/or the school's reputation are within the scope of this policy.

Professional communications are those made through official channels, posted on a school account or using the school name. All professional communications are within the scope of this policy.

Personal communications are those made via a personal social media account. In all cases, where a personal account is used which associates itself with the school or impacts on the school, it must be made clear that the member of staff is not communicating on behalf of the school with an appropriate disclaimer. Such personal communications are within the scope of this policy.

Personal communications which do not refer to or impact upon the school are outside the scope of this policy.

Digital communications with pupils are also considered.

2. Roles & Responsibilities

The role of the SLT

- Facilitating training and guidance on Social Media use.
- Developing and implementing the Social Media policy.

- Taking a lead role in investigating any reported incidents.
- Making an initial assessment when an incident is reported and involving appropriate staff and external agencies as required.

3. Legal considerations

- Users of social media should consider the copyright of the content they are sharing and where necessary, should seek permission from the copyright holder before sharing.
- Users must ensure that their use of social media does not infringe upon relevant data protection laws, or breach confidentiality.
- Individuals may not be mentioned without good reason and prior consent.

4. Personal use

Staff

Personal communications are those made via a personal social media account. In all cases, where a personal account is used which associates itself with the school or impacts on the school, it must be made clear that the member of staff is not communicating on behalf of the school with an appropriate disclaimer.

- Personal communications which do not refer to or impact upon the school are outside the scope of this policy.
- Where inappropriate personal use of social media in school is suspected (e.g. on school equipment or during time when pupils are present), and considered to be interfering with relevant duties, disciplinary action may be taken.
- Staff who become aware of offensive, inappropriate or inaccurate comments made about the school or any member of staff must report them to the headteacher or senior leadership team.

Managing your personal use of Social Media:

- “Nothing” on social media is truly private
- Social media can blur the lines between your professional and private life.
- Don’t use the school logo and/or branding on personal accounts
- Check your settings regularly and test your privacy and your digital footprint
- Keep your personal information private
- Regularly review your connections – keep them to those you want to be connected to
- When posting online consider; Scale, Audience and Permanency of what you post
- Take control of your images – do you want to be tagged in an image? What would children or parents say about you if they could see your images?
- Know how to report a problem

Pupils

- Staff are not permitted to follow or engage with current or prior pupils of the school on any personal social media network account.
- The school’s education programme should enable pupils to be safe and responsible users of social media.

Parents/Carers

- If parents/carers have access to a school learning platform where posting or commenting is enabled, parents/carers will be informed about acceptable use.
- Parents/Carers are encouraged to comment or post appropriately about the school. In the event of any offensive or inappropriate comments being made, the school will remove the post and invite them to discuss the issues in person and if necessary, refer parents to the school's complaints procedures.

5. Monitoring posts about the school

- As part of active social media engagement, it is considered good practice to proactively monitor the internet for public postings about the school.
- School staff have a responsibility to inform the headteacher if they become aware on social media of defamatory comments about the school or a member of staff
- The school should effectively respond to and challenge negative social media comments made by others.