



Social Media Policy - Use of Mobile Phones and Digital Photography Policy

Social media and social networking sites play an important role in the lives of many of our children. It is recognised that the use of social media brings risks, but equally there are many benefits. This document gives clarity to the way in which social media are to be used by pupils and school staff at Cropredy Primary School.

Social Media sites such as 'Twitter' and 'Facebook' state that children should be 13 years of age to use them (this was initially developed from American law). Therefore, no primary age children should be using or accessing these types of social media sites.

There are five key aspects to the use of social media:

- A. The use of social networking sites by pupils within school.
- B. Use of social networking by staff in a personal capacity.
- C. Creation of network accounts by staff for use in education.
- D. Comments posted by parents/carers.
- E. Dealing with incidents of online bullying.

A. The use of social networking sites by pupils within school.

The school's policies make it clear to staff, pupils, governors and parents what use of social media is allowed. This states that, 'Social network sites should never be accessed/used within school by pupils independently'.

Notes: If social media sites are used then staff should carry out a risk assessment to determine which tools are appropriate. The school e-safety policy states sanctions for breaching the policy.

B. Use of social networking by staff in a personal capacity.

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.

Guidelines are issued to staff regularly at staff meetings:

- I. Staff must never add pupils as friends/associates into their personal accounts for example: Instagram, Twitter, Pinterest, Tumblr etc...
- II. Staff must not post pictures or comments of school events without the Headteacher's consent.

- III. Staff must not use social networking sites within lesson times.
- IV. Staff can only use social networking in a way that does not conflict with the current National Teacher's Standards.
- V. Staff should review and adjust their privacy settings to give them the appropriate level of privacy and confidentiality.
- VI. Staff should read and comply with 'Guidance for Safer Working Practice for Adults who Work with Children and Young People'.

Inappropriate use by staff should be referred to the Headteacher in the first instance and then the LA Safeguarding Officer.

C. Creation of network accounts by staff for use in education.

All social media sites must be approved by the Headteacher in advance of any educational work being undertaken.

D. Comments posted by parents/carers.

Parents and carers will be made aware of their responsibilities via the Home/School contract and school weekly newsletters regarding their use of social networking. Methods of school communication regarding e-safety and safe use of social media will be posted in the prospectus, on the website, newsletters, letters and verbal discussion.

- I. Parents are not expected to post pictures of pupils other than their own children on social networking sites and should respect other parents' rights regarding this.
- II. Parents should make complaints through official school channels rather than posting them on social networking sites.
- III. Parents should not post malicious or fictitious comments on social networking sites about any member of the school community.

E. Dealing with incidents of online bullying

The schools e-safety and/or Anti Bullying Policy makes sanctions regarding bullying using new technologies very clear.

'The Behaviour Policy' indicates that the school can take action against incidents that happen outside school if it:

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

Use of social networking sites to harass, bully or intimidate is covered by law irrespective of when/where the post is made.

Safeguarding of Children

Use of Mobile Phones, Ipads/tablets and Digital Photography Policy

Children have their photographs taken to provide evidence of their achievements for their development records. Staff, visitors, volunteers and students are not permitted to use their own mobile phones to take or record any images of school children for their own purposes during the school day.

Procedures

- I. Under the data protection act of 1998 school must seek parental consent to take photographs and use film recorders. Photographs will be stored on the school network, which is password protected, when photographs are no longer required, they will be shredded or deleted from the school network.
- II. Photographs can be printed in the setting by staff and images used appropriately.
- III. Photographs may be taken during indoor and outdoor play and learning and displayed in school and in albums or a child's development records for children and parent /carers, governors, LA officers to look through (EYFS moderation).
- IV. Often photographs may contain other children in the background.
- V. Events may be recorded by film recorders or photographs taken by staff and parent/carers, but always in full view of all attending. Parents must not post/upload photographs or film recorded on the school premises on any social media platforms e.g. Facebook, Twitter, Youtube, Instagram etc...
- VI. On occasion the school might like to use photographs of children taking part in an activity to advertise/promote the school via the website etc..., however in this instance, parental permission will be required. (Home/School agreement signed on school entry and/or letters of consent as appropriate) In the future if Twitter should be used to promote the school, use of photographs on the school Twitter site will be of hands, feet or the back of children completing activities. Full facial images should be avoided.
- VII. Visitors may only use their phones in the foyer or outside the building and should be challenged if seen using a camera inappropriately or photographing children.
- VIII. The use of cameras and mobile phones are prohibited in toilets and changing areas.
- IX. Staff are asked not to make personal calls during their working hours. However, in urgent cases a call may be made or accepted if deemed necessary and by arrangement with the Headteacher.
- X. All school cameras and film recorders should be kept securely at all times and used with appropriate authority.
- XI. No devices such as phones or Ipads/tablets should be brought in from home to use in school by pupils. This ensures that filters are used appropriately.

Policy date: July 2019

Agreed by the Governing Body

Signed and dated Chair of Governors

Signed and dated Headteacher.....

Reviewed - every six months or as necessary due to media changes