



BRIZE NORTON PRIMARY SCHOOL
Social Media Policy



Review Date Planned	Review Date	Date adopted by Governing Body
November 2018	24th Jan 2019	24th Jan 2019
Jan 2022		

Definition

“Social media” is the broad term given to describe internet-based communication platforms which enable users to rapidly connect and interact in a variety of different forums. A social media site is a platform that allows user-generated content to emerge through interactions and collaborations in a virtual community. This contrasts with websites and other forms of broadcast media where users are limited to the passive viewing of content. Some specific platforms are Facebook and Twitter, although this policy is in no way limited to those two.

Purpose

We publish information about our school and communicate with parents / carers in many ways:

- parents’ evenings
- informal meetings
- newsletters
- email and text messages
- our own website
- social media

The widespread availability and use of social networking applications bring opportunities to understand, engage and communicate with our audiences in new and exciting ways. It is important that we are able to use these technologies and services effectively and flexibly.

However, it is also important to ensure that we balance this with our duties to our school community and partners, our legal responsibilities and our reputation.

The document explains that the purpose of the policy is to ensure:

- The school and its leaders and governors are not exposed to legal risk
- The reputation of the school and its staff and governors are not adversely affected
- All children are safeguarded
- Any users are able to clearly distinguish where information is provided via social networking applications is legitimately representative of the school

Use of sites

- It’s important for everybody’s safety that we are clear about how we use these sites and what constitutes acceptable behaviour from the people who choose to follow us. We use our social media sites to publish information that is of general interest. It is not an appropriate place to discuss personal matters that

are specific to individual members of our community, whether that be children, parents or staff.

- School social media sites should be set up by, or with the prior approval of, the headteacher. All posts should be accessible to the headteacher, who is responsible for monitoring their content.
- Staff may not access or 'post' on personal social media accounts at any time during their working hours in the school day, with the exception of the 1 hour lunch break, when the Teachers' Pay and Conditions states that staff are entitled to leave the school site. A negative perception of the use of a staff member's time could be formed by someone noticing the timings of posts made in public forums.

Privacy and Safeguarding

- We will not publish photographs of children without the written consent of parents/carers; this consent is renewed annually.
- We will not identify by name any of the children featured in photographs
- We will not allow personally identifying information to be published on our social media accounts
- Staff and Governors must never disclose any personal information about members of the school community or disclose any information that is confidential to the school, including any information obtained as a result of your employment or position and not yet in the public domain.
- Staff and Governors must never post anything or act in such a way as to bring damage to the school or its reputation.
- No member of staff should interact with any pupil in the school on social networking sites through personal accounts.
- No member of staff should interact with any ex-pupil in the school on social networking sites who is under the age of 18.
- This means that no member of the school staff should request access to a pupil's area on the social networking site. Neither should he/she permit the pupil access to the staff member's area (e.g. by accepting them as a friend)
- Where a staff member's family or friends have pupils in school and there are legitimate family links, please inform the headteacher and be mindful of possible conflicts of interest; it is important for staff members never to discuss school matters on social media sites or to bring the school into disrepute through their behaviour
- It is illegal for an adult to network by giving their age and status as a child
- If you have any evidence of pupils or adults using social networking sites in the working day, please contact the named child protection person in school
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Respect

- We will not tolerate any form of bullying on our social media accounts
- We will not allow posts or comments that refer to specific, individual matters between the school and members of its community
- We will not tolerate any comments or posts that are defamatory, rude or abusive towards any member of our school community, whether that be children, parents, staff or governors
- We ask and encourage Staff, Governors, Pupils and Parents to report any damaging or negative comment about the school on social media to the headteacher. Reports of any praise or positive comments are also welcome!

Our rules

- Where allowed by the site, we welcome comments on the information we post. However, we reserve the right to delete comments and ban further comments from anyone who breaks the terms of our policy
- We will ban and report anyone who breaks the terms of service of the relevant social media platform. For example, Facebook's Terms of Service do not permit people under the age of 13 to open an account.
- Although the school will not do this as a matter of course, the school reserves the right to monitor and record staff use of any Social Media. If staff misuse Social Media or post inappropriate or damaging content then they may be subject to disciplinary action including dismissal.

Exceptions

While this policy cannot cover independent supporters of the school, such as parents and the School Association, they are encouraged to follow its principles.