



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

Social media and social networking sites play an important role in the lives of many individuals including young people in the school community. 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 Upwood Primary School.

There are five key areas:

- 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 on social networking sites.
- E. Dealing with incidents of online bullying/harassment.

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

Social network sites should never be accessed or used within school by pupils alone.

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:

- i. Staff must never add pupils currently attending the School as friends into their personal accounts.
- ii. Staff must not post pictures of school events without the head teacher's consent.
- iii. Staff must not use social networking sites whilst on School site, without the permission of the head teacher.
- iv. Staff need to use social networking in a way that does not conflict with the current National Teachers' Standards.
- v. Staff should review and adjust their privacy settings to give them the appropriate level of privacy and confidentiality.
- vi. Staff must not post negative comments about the school, pupils, parents/carers or colleagues including governors.
- vii. Staff should read and comply with 'Guidance for Safer Working Practice for Adults who Work with Children and Young People'.



viii. Staff should inform the head teacher if they are communicating with parents/carers via a personal account to check their actions meet the requirements in the guidance in point vii.

Inappropriate statements and comments used by any individual should be referred to the head teacher in the first instance or LADO (Local Authority Designated Officer) or inappropriate use of social media should be referred.

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

All social media services must be approved by the head teacher in advance of any educational work being undertaken.

D. Comments posted by parents/carers on social networking sites.

Parents and carers will be made aware of their responsibilities regarding their use of social networking. This will be achieved via the various methods of school communication which include newsletters, letters and verbal discussion.

Guidelines for parent/carer conduct:

- i. Parents/carers must not post pictures of pupils other than their own children on social networking sites.
- ii. Parents/carers should make complaints/comments/compliments through official School channels rather than posting them on social networking sites.
- iii. Parents/carers should not post malicious or fictitious comments on social networking sites about any member of the school community or school activities.
- iv. Parents/carers must not contact school staff via Facebook to ask questions (e.g. homework) or request information (e.g. school events).

E. Dealing with incidents of online bullying/harassment

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 would be covered by this irrespective of when/where the post was made.

Use of Mobile Phones and Digital Photography Policy

Children have their photographs taken to provide evidence of their achievements for their development records, e.g. Early Years Foundation Stage. Staff, visitors, volunteers and



students are not permitted to use their own mobile phones to take or record any images of school children for any media for their own records during the school day.

Procedures

- i. Under the Data Protection Act, the School must seek parental consent to take photographs and use video recorders
- ii. The School's digital cameras must not leave the school setting (unless on an educational visit) and must be kept securely. Photographs are printed in the setting by staff and images are then removed from the camera memory.
- 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, Ofsted, LA officers, to look through.
- iv. Often photographs may contain other children in the background.
- v. Events such as Sports Day, outings, Christmas and fundraising events may be recorded by video and photographs by staff and parent/carers but always in full view of all attending. Parents/carers must not post photographs or video containing other children on social media websites.
- 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, with permission.
- vii. Many mobile phones have inbuilt cameras so staff mobile phones must not be used to take pictures of children in our School. Any mobiles taken into classrooms must be switched off and locked securely. 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 at the School discos. Mobile phones must not be used in classrooms, unless deemed an emergency.
- ix. All School cameras and videos should be kept securely at all times and used with appropriate authority.