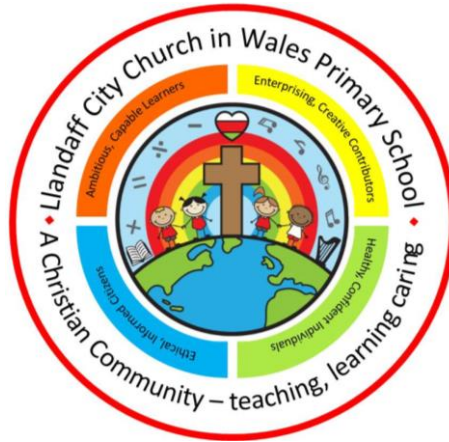


LLANDAFF CITY CHURCH IN WALES PRIMARY SCHOOL



POLICY FOR: Social Media Policy

Policy Number: NSP1

Mission Statement:

A Christian Community: Thinking, Learning, Caring.

Equalities Statement:

The Social Networking Policy will apply to all children and / or Staff, irrespective of the 9 protected characteristics as described in the Equality Act 2010.

With respect to pupils with Additional Needs we recognise that these pupils may require additional support and adaptations put in place in order to ensure that they too can adhere to school rules and expectations and in order that they can fully access the curriculum. These adaptations will be made in response to their Individual Education or Development Plans and / or Statement needs. They will require home and school to work closely together.

The Governing Body and all members of school staff at Llandaff City Church in Wales Primary School strongly believe in inclusion for all and that there is value to all pupils found in this Social Networking Policy.

AIMS of this Policy:

- To ensure that the school is not exposed to legal risks
- To protect staff, pupils and parents
- To ensure that the reputation of the school is not adversely affected by the misuse, deliberate or inadvertent, of social media
- To ensure that the school's IT resources and communications systems are used only in an appropriate manner and for school purposes
- To promote safe use of the internet throughout the school community

SCHOOL ETHOS:

As a Church School, Gospel values are at the heart of Llandaff City Church in Wales Primary School, and they pervade all our policies in that they help set the ethos for our school. All adults encountered by the children at our school have an important responsibility to model our Christian ethos in their interactions with the children and each other.

As adults at Llandaff City Church in Wales Primary School we have a responsibility to develop positive social, global and life skills in our children. To achieve this, we must:

- Provide a caring, safe and effective learning environment.
- Support both the social and emotional well-being needs of all our pupils as well as their academic needs.
- Promote Christian Values, Global Citizenship and the development of key life skills through a pupil led curriculum.
- Seek ways to engage with all through content, method and actions.
- Emphasise the importance and value of each person, as a child of God.
- Show appreciation of the efforts and contributions of all.
- Ensure fair treatment of all regardless of age, gender, sexual orientation, race, religion and beliefs, ability and disability, and irrespective of whether children / adults attend full time / part time and whether an adult is pregnant or on maternity / paternity leave.
- Encourage relationships based on kindness, and respect with an understanding and appreciation of the needs of others.
- Create a positive climate with realistic, yet high expectations.
- Allow individuals the chance to make recompense for negative behaviours.
- Work in partnership with the pupil's home, and where appropriate access outside agency advice / support in order to help meet the child's needs.

POLICY:

Policy Introduction and Purpose

Social media is defined as websites and applications that enable users to create and share content or to participate in social networking. Social networking is a subcategory of social media which allows users to engage in dialogue or to find common interests.

This policy uses the term 'social media' to refer to all technologies in which users can engage in online communication. This includes sites and platforms including but limited to WhatsApp, YouTube and Minecraft. It also covers social networking platforms such as Facebook, Twitter, Tik Tok, Snap Chat and Instagram; this list is not definitive.

The school acknowledges that social media can bring opportunities to understand, engage and communicate with audiences in new ways. However, use of social media can potentially jeopardise the School's compliance with legal obligations and can pose risks to confidential and proprietary information and the reputation of the school. To minimise these risks, all school staff are required to comply with this policy.

Who is covered by this policy?

This policy covers all individuals working at all levels and grades within the school, including the Head Teacher, Senior Leadership Group, senior managers, officers, governors, employees, consultants, contractors, trainees, homeworkers, part-time and fixed-term employees, casual and agency staff and volunteers (collectively referred to as '**staff**' in this policy).

Third parties who have access to our electronic communication systems and equipment are also required to comply with this policy

Scope and Purpose of this Policy

This policy deals with the use of all forms of social media including social networking sites (such as, but not limited to Facebook, Instagram, Snap Chat, LinkedIn, Twitter, Tik Tok) as well as all other internet postings, including blogs and videos.

It applies to the use of social media for both work and personal purposes, whether during work hours or otherwise. The policy applies regardless of whether the social media is accessed using school IT facilities and equipment or equipment belonging to staff.

If it is deemed that this policy is breached, the relevant member(s) of staff may be required to remove internet postings, whether on school or personal social media.

Breach of this policy may result in disciplinary action up to and including dismissal.

Staff Protocol for use of school Social Media

Where any post is going to be made on the School's own social media the following steps must be taken:

- Written permission from a pupil's parent/carer (via Annual Consent Forms) must be obtained before information or photographs are used on social media.
- Ensure that there is no identifying information relating to a child/children in the post - for example any certificates in photos are blank/without names or the child's name cannot be seen on the piece of work.
- The post must be a positive representation of the children, the staff, the school or any achievements.
- Social media can also be used to issue updates or reminders to parents/guardians and the Head Teacher will have overall responsibility for this. Staff should seek permission from the Head Teacher by email to ensure that any post can be issued.
- Social Media must not be used for the promotion of personal financial interests, commercial ventures or personal campaigns

Twitter Specific Issues

'Retweets' and 'Likes' – to retweet posts on the school page from parents is acceptable. However, staff are asked to be mindful of how often they do this for each parent so as to not be seen to be favouring certain children or parents. All replies and post should be professional and none-influential (ie not political) and they should not be written in conflict to the school's Christian ethos.

Use of personal accounts - staff are encouraged to engage with the school Twitter page and to set up a separate work based professional account. Each class is encouraged to Tweet at least two posts a week in order to support the sharing of teaching and learning activities with families. By mentioning the class name in the Tweet will help enable families to identify their child's class in amongst the rest of the Tweets. Staff may post from either their professional account or post from the school account which will show the post as from Llandaff City. Staff professional accounts should in no way be connected to any personal Twitter accounts. Staff are reminded to ensure that any accounts they follow are by trusted professionals/orgnaisations and in fitting with the Christian ethos of the school. Staff should not 'usually follow' families/ parents / carers unless in doing so there is an educational justification.

Pupil Names and Photographs - To ensure we appropriately safeguard children and follow GDPR stipulations, posts from the school or individual staff must not have a photo of an individual child with their name. If a child's photograph is used, their name should not be present. If a name is used, there should not be a photograph of the child with it. Note: Where there is a large group of children in the picture first names may only be used if permission has been given by parents, and children are not identifiable by the way the list of names has been presented. E.g. Our King's Table award each week. Where in doubt, it is advised that names are not used. Parents will be aware of the school's stance on this matter and strongly encouraged to follow the same guidelines. However, if parents or children do choose to post a photo of themselves with a name attached, this post should not be retweeted by the school or staff.

Staff will not reply to Tweets using a child's name as this could make the child identifiable via the Tweet.

Staff will also take care to ensure that the child's name is also not identifiable in other ways such as name badges, when Tweeting pictures.

Guidance for staff on using personal social media

The guidance below is for use of social media. This includes, but is not limited to, all forms of social networking as well as social media platforms such as, but not limited to: Facebook Messenger and WhatsApp. It includes all **private messages**.

- Staff must ensure that they do not use social media to publish any content which may result in actions for defamation, discrimination, breaches of copyright, data protection or other claim for damages. This includes, but is not limited to, material of an illegal, sexual or offensive nature or any material that may bring the school into disrepute.
- Staff should only use social media in a way which does not put school representatives in breach of school codes of conduct or policies.
- Staff should not use social media in a way which lead any reasonable person to question their suitability to work with children.
- Use of social media must not breach the school's Acceptable Use, Misconduct, Equal Opportunities or Bullying and Harassment policies
- Social media must not be used to reference or discuss any matters relating directly to other staff, pupils or parents. No staff should make any reference to school at any point in time on any form of social media, unless this is as part of / linked to the school's Twitter Account which is managed by the Senior Leadership Team. Staff are discouraged from using social media for private messages on any social media platform, such as but not limited to WhatsApp and Facebook Messenger. Staff must use official channels such as emailing / speaking to the Headteacher / Deputy Headteacher if they have specific school related queries. Discussions on social platforms such as a school WhatsApp group are not official channels for queries and as a result they may lead to incorrect information / breeches in School Policy. Staff must only share information relating to children via protected school email accounts.
- Staff should never post photos of pupils onto personal social media accounts without explicit permission from parents. Parents need to be aware when giving written permission for pupil photos to be used online, whether this is strictly covering use by the school only or whether it also includes Twitter which can be viewed by a wider audience, including the general public.
- No staff member should have a pupil or former pupil under the age of 18 as a 'friend' to share information with. Where staff are also parents they are still expected to implement this policy.
- Where staff have family and friends who have pupils in school and there are already established social media family links, the staff member must inform the Head teacher in writing and as a follow up to this they should expect a discussion around their management of their account.
- Employees should not identify themselves as a representative of Llandaff City C/W Primary School.
- No member of staff should interact with any pupil in the school on social networking sites .
- No members of staff should be accessing social media sites or using personal devices during the school day with the exception of personal times.

- Personal opinions should not be attributed to the school or local authority.
- Security settings on personal social media profiles should be regularly checked by the account holder to minimise risk of loss of personal information.
- Staff must be mindful that they can be held responsible for any posts shared on their own personal accounts and should therefore take appropriate action if inappropriate material occurs.

Guidance/protection for pupils on using social media

- The age limit on social networking sites is 13 years of age. The school discourages pupils under 13 years of age from using social networking sites. This link outlines Facebook's age guidance and offers a means of reporting an account held by a child under the age of 13.
https://www.facebook.com/help/157793540954833?helpref=uf_permalink
- Pupils should only open online accounts with parental consent and supervision and such accounts should comply with the age restrictions of individual sites.
- Pupils should be aware of how to report abuse and inappropriate content. This is taught as part of the curriculum in school and should also be communicated by parents.
- All pupil mobile phones must be handed into the office at the beginning of the school day where they will be kept in a secure location until the end of the day. Pupils are not permitted to use their phones on site, including in out of hours care.
- No pupil should attempt to join a staff member's areas on networking sites. If pupils attempt to do this, the member of staff is to inform the Head teacher. Parents will be informed.
- No school computers are to be used to access social networking sites at any time of day by pupils, unless specifically supported by a staff member as part of curriculum coverage.
- Pupils should not make inappropriate comments (including in private messages) about the school, teachers or other children on any social media platform.

Guidance/protection for parents on using social media

- Where using social networking sites, parents must not post pictures of pupils other than their own which have been taken at a school event.
- Any communication between parents and school must be done through official school channels. Communication or concerns should not be posted on social media, whether this is on personal or school accounts.
- Parents should not post personal, malicious or fictitious comments on social media about any member of the school community.
- In the event that a parent has a personal relationship on social media with a member of staff, the staff member should have made the Head Teacher aware of this and all

communication between the parties should be of a solely personal nature with no reference made to school.

- In the case of inappropriate use of social media by parents, the Head Teacher or Governing Body will contact the parent asking them to remove such comments and seek advice through the appropriate channels. The school may send a letter to the parent/carer.

Child protection guidance

If the Head Teacher receives a disclosure that a member of staff is using social media in an inappropriate manner as detailed above they should:

- Record the disclosure in line with their child protection policy
- Schools must refer the matter to the local authority
- If the disclosure has come from a parent, follow school policy to discuss with the parent and inform them of processes for following up on the disclosure
- If disclosure comes from a member of staff, try to maintain confidentiality as far as is safe and reasonable
- The local authority will advise whether the member of staff should be subject to disciplinary action pending investigation after contact with the police. It is not recommended that action is taken until advice has been given.
- If disclosure is from a child, follow the process in the school's Child Protection policy until the police investigation has been carried out

Cyber Bullying

By adopting the recommended no use of social media on school premises, Llandaff City c/w Primary School protects themselves from accusations of complicity in any cyber bullying through the provision of access.

Parents and pupils should be clearly aware of the school's policy of access to social media.

Where a disclosure of bullying is made, schools have the duty to investigate and protect, even where the bullying originates outside the school.

Llandaff City c/w Primary School's Anti-Bullying policy sets out the processes and sanctions regarding any type of bullying by a child on the school roll.

The school works in close partnership with parents and carers where there are concerns of cyber-bullying.

The school makes every effort to be proactive in managing cyber-bullying as social media technology is developing quickly. This involves the explicit and regular teaching of e-safety and anti-bullying throughout the school.

The Governing Body understands that there are circumstances in which police involvement is appropriate. These include where postings have a racist element or where violence is threatened or encouraged. Furthermore, laws of defamation and privacy apply to the web and it is unlawful for statements to be written which:

- Expose (an individual) to hatred, ridicule or contempt;
- Cause (an individual) to be shunned or avoided;
- Lower (an individual's) standing or
- Disparage (an individual in their) business, trade, office or profession."

The [Duty of Care which schools have regarding social media] can be a complex area, and these examples might help:

- A child is receiving taunts on Facebook and text from an ex-pupil who moved three months ago: This is not a school responsibility, though the school might contact the new school to broker a resolution.
- A child is receiving taunts from peers. It is all at weekends using gaming devices, Snapchat and Facebook. The pupils are in the school: The school has a duty of care to investigate and work with the families, as they attend the school.
- A child is receiving taunts from peers. It is all at weekends using Facebook. The pupils are in Y5. The school believes it has a duty of care to investigate and work with the families, as they attend the school. However, they are also fully within their rights to warn all the parents (including the victim) that they are condoning the use of Facebook outside the terms and conditions of the site and that they are expected to ensure that use of the site stops. At any further referral to the school the school could legitimately say that the victims and perpetrators had failed to follow the school's recommendation. They could then deal with residual bullying in the school, but refuse to deal with the social media issues. In many cases the social media sites stipulate age 13 as part of their policy for usage. Once disclosure is made, investigation will have to involve the families. This should be dealt with under the school's adopted anti bullying policy.

If parent / carers refuse to engage and bullying continues, it can be referred to the police as harassment.

This guidance can also apply to text and mobile phone cyber bullying.

Monitoring and review of this policy

The Head Teacher and Governing Body shall be responsible for reviewing this policy regularly to ensure that it meets legal requirements and protects the entire school community. The Governing Body has responsibility for approving any amendments prior to implementation.

The Head Teacher has responsibility for ensuring that any person who may be involved with administration or investigations carried out under this policy receives regular and appropriate training to assist them with these duties.

If staff have any questions about this policy or suggestions for additions that they would like to be considered on review, they may do so by emailing the Head Teacher.

Policy updated November 2021.

This policy was shared with and approved by the Governing Body on: 8/ 12 / 21

D. Oliver - Chair of Governors

A. James - Head Teacher

The Policy should be reviewed again: Annually