

TRENT CE PRIMARY SCHOOL



Social Media Policy

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Statement of Intent

Trent School understands that social media is a growing part of life outside of school. We have a responsibility to safeguard our pupils against potential dangers when accessing the internet at school, and to educate our pupils about how to protect themselves online when outside of school. E Safety is a vitally important part of our Computing Curriculum.

We are committed to:

- Encouraging the responsible use of social media in support of the Trent School's mission, values and objectives.
- Protecting our pupils from the dangers of social media.
- Preventing and avoiding damage to the reputation of the school through irresponsible use of social media.
- Protecting our staff from cyber bullying and potentially career damaging behaviour.
- Arranging e-safety meetings for parents.

Signed by:

Louise Yarwood	Headteacher	May 2017
Ruth Taylor	Chair of Governors	May 2017

Key roles and responsibilities

- 1.1. The Governing Body has overall responsibility for the implementation of the Social Media Policy and procedures of Trent School.
- 1.2. The Governing Body has responsibility for ensuring that the Social Media Policy, as written, does not discriminate on any grounds, including but not limited to: ethnicity / national origin, culture, religion, gender, disability or sexual orientation.
- 1.3. The Governing Body has responsibility for handling complaints regarding this policy as outlined in the school's Complaints Policy.
- 1.4. The Headteacher will be responsible for the day-to-day implementation and management of the Social Media Policy and procedures of Trent School.
- 1.5. Staff, including teachers, support staff and volunteers, will be responsible for following the Social Media Policy and for ensuring pupils do so also. They will also be responsible for ensuring the policy is implemented fairly and consistently in the classroom.
- 1.6. Parents and carers will be expected to take responsibility for the social media habits of their child / children at home.
- 1.7. Parents and carers will be expected to promote safe social media behaviour.

2. The school's E-safety team and network manager

- 2.1. The school's E-safety team consists of:
 - Every teacher.

- ICT Lead Teacher.
- Headteacher.

2.2. The school's network manager is Inspire ICT for LGFL.

3. Definitions

- 3.1. Trent School defines "social media" as any online platform that offers real-time interaction between the user and other individuals or groups including but not limited to:
- Blogs.
 - Online discussion forums, such as netmums.com.
 - Collaborative spaces, such as Facebook.
 - Media sharing services, such as YouTube.
 - 'Micro-blogging' applications, such as Twitter.
- 3.2. Trent School defines "cyber bullying" as any use of social media or communication technology to bully an individual or group.
- 3.3. Trent School defines "members of the school community" as any teacher, member of support staff, pupil, parent / carer of pupil, governor or ex-pupil.

4. Training of staff

- 4.1. At Trent School, we recognise that early intervention can protect pupils who may be at risk of cyber bullying or negative social media behaviour. As such, teachers will receive training in identifying potentially at risk pupils.
- 4.2. Teachers and support staff will receive training on the Social Media Policy as part of their new starter induction.
- 4.3. Teachers and support staff will receive regular and ongoing training as part of their development.

5. Pupil expectations

- 5.1. Pupils are responsible for following the school rules and will be expected to follow requests from teachers.

6. Social media use – staff

Currently Trent has no social media platforms.

- 6.1. Any school social media passwords would be kept securely by the ICT Lead Teacher. The passwords must never be shared.
- 6.2. Teachers may not access social media during lesson time, unless it is part of an E Safety lesson.
- 6.3. The use of smart phone technology is not to be used during the lesson time unless it is part of the learning intention.
- 6.4. Teachers may use social media during their break times in private and away from the pupils.
- 6.5. Members of staff should not use social media in front of pupils.
- 6.6. Members of staff **must not** "friend" or otherwise contact pupils or parents / carers through social media if their only contact with these parents is as a result of their position within the school.

- 6.7. If pupils or parents / carers attempt to “friend” or otherwise contact members of staff through social media, the Headteacher must be made aware of this relationship.
- 6.8. Staff will not accept “friend” requests if the relationship is purely staff/parent, and there is no previous or alternative relationship.
- 6.9. Staff should ensure that they have the highest privacy settings on any social media sites which they use.
- 6.10. Members of staff should avoid identifying themselves as an employee of Trent School on social media.
- 6.11. Members of staff **must not** post content online which is damaging to the school or any of its staff or pupils.
- 6.12. Where teachers or members of staff use social media in a personal capacity, they should make it clear that their views are personal.
- 6.13. Teachers or members of staff must not post any information which could identify a pupil, class or the school.
- 6.14. Members of staff should not post anonymously or under an alias to evade the guidance given in this policy.
- 6.15. Breaches of this policy by members of staff will be taken seriously, and in the event of illegal, defamatory or discriminatory content could lead to prosecution, disciplinary action or dismissal.
- 6.16. Members of staff should be aware that if their out-of-work activity brings the school into disrepute, disciplinary action will be taken.
- 6.17. If inappropriate content is accessed online, an inappropriate website content report form should be completed and passed on to the Headteacher.
- 6.18. Attempts to bully, coerce or manipulate members of the school community by teachers and members of staff will be dealt with as a disciplinary matter.

7. Social Media Use – pupils and parents / carers

- 7.1. Pupils may not access social media during lesson time, unless it is part of a curriculum activity.
- 7.2. Breaches of this policy by pupils will be taken seriously, and in the event of illegal, defamatory or discriminatory content could lead to prosecution, or exclusion.
- 7.3. Pupils and parents / carers **must not** attempt to “friend” or otherwise contact members of staff through social media. If attempts to contact members of staff through social media are made, the Headteacher must be made aware of this relationship.
- 7.4. Staff will not accept “friend” requests if the relationship is purely staff/parent, and there is no previous or alternative relationship.
- 7.5. If members of staff attempt to “friend” or otherwise contact pupils or parents / carers through social media, they should be reported to the Headteacher.
- 7.6. Pupils and parents / carers should not post anonymously or under an alias to evade the guidance given in this policy.

- 7.7. Pupils and parents / carers **must not** post content online which is damaging to the school or any of its staff or pupils.
- 7.8. Trent School does not support pupils signing up to social media sites that have an age restriction above the pupil's age.
- 7.9. If inappropriate content is accessed online on school premises, it **must** be reported to a teacher.
- 7.10. Parents must not post pictures of other pupils on social media sites.
- 7.11. It is not permitted to transmit electronically any child's image without their parents' express permission.

8. Blocked content

- 8.1. LGFL is responsible for maintaining the highest security through vigorous firewall protections.
- 8.2. Attempts to circumvent the network's firewalls will result in a ban from using school computing equipment, other than with close supervision.
- 8.3. Inappropriate content which is accessed on the school computers should be reported to class teacher immediately, and then to the ICT Lead Teacher so that the site can be blocked.
- 8.4. Requests may be made to access erroneously blocked content by submitting an email to the ICT Lead Teacher.
- 8.5. The final decision of whether access should be granted to a site will be made by the Headteacher.

9. Cyber bullying

- 9.1. At Trent School, cyber bullying is taken seriously.
- 9.2. Incidents of cyber bullying will be dealt with and reported along the same chain as the Anti-Bullying Policy.
- 9.3. As part of our on-going commitment to the prevention of cyber bullying, regular education and discussion about e-safety will take place as part of computing and PSHE.

10. Be SMART Online

We encourage pupils to take a SMART approach to social media behaviour:

- Safe** – Do not give out personal information, or post photos of yourself to people you talk to online. Follow age restriction rules.
- Meeting** – Do not meet somebody you have only met online. We encourage parents / carers to speak regularly to their children about who they are talking to online.
- Accepting** – We advise that pupils only accept emails and other forms of communication from people they already know.
- Reliable** – We teach pupils about the dangers of believing everything they see online.
- Tell** – We encourage pupils to tell a teacher, parent or carer if they see anything online that makes them feel uncomfortable.

Signed:

Louise Yarwood

Headteacher

May 2015

Ruth Taylor

Acting Chair of Governors

May 2015