

Cavendish Community Primary School Use of Social Media Networking Policy

Rationale

We believe that social media networking can be an effective and engaging way in which to communicate with parents and carers. Using sites such as Twitter, Facebook and the school blog, allows us to update the school community in real time on a social media platform that they are probably already using on their phone or another mobile device. We can create a sense of community by sharing information, pupils' work, photos, videos, sports results etc, and keep families up to date with events that are taking place in school. All users are expected to use good judgement and to follow the specifics of this document as well as the spirit of it: be safe, appropriate, careful and respectful. However, we need to be mindful of potential problems that can arise through the use of social media, and the purpose of this policy is to provide clear guidance to all school employees and governors so that our use of social media is safe, respectful and appropriate at all times.

Context

Cavendish Community Primary School has a Facebook page, a Twitter account (@cav_mcr) and a school blog that also makes use of You Tube. In addition, many of our employees and governors also have personal accounts on social media networking sites. It is therefore important that we have clear expectations in relation to our use of these sites, both professionally and personally, and also in relation to what constitutes acceptable behaviour from the people who choose to follow us. We use our school social media networking to publish information that is of general interest to the school community. We do not believe it is an appropriate place to discuss personal matters that are specific to individual members of our community, whether that be children, parents/carers, employees or governors. We also expect all employees and governors to use discretion in their personal use of social media networking.

Non negotiables

In using either school or personal accounts on social media networks, school employees and governors must ensure:

- that all children are safeguarded at all times. Children's images and names must NEVER be used together, and images may only be used if parents/carers have given consent
- that we do not allow personally identifying information to be published that could lead to embarrassment or offence
- that posts or comments do not refer to specific, individual matters between the school and members of its community
- that the reputation of Cavendish Community Primary School, staff and governors at the school are not adversely affected by any postings
- that all information provided via social networking is legitimately representative of Cavendish Community Primary School
- that staff and governors at Cavendish Community Primary School are not exposed to legal risks through misuse of accounts

Use of School Accounts

- The school Twitter and Facebook accounts are intended for the sole purpose of school related communication
- Only the Headteacher may post onto the accounts. This may be reviewed in the future if the school plans to extend its use of social media networks, eg setting up accounts for Key Stages

- All posts/chats/sharing will be monitored, and inappropriate postings will be removed
- Misuse involving the school accounts may result in disciplinary action being taken against the person responsible
- Any employee or governor who has concerns about safety or security in the school's use of social media networking must alert the Headteacher immediately (eg if it appears that the account has been hacked)
- The school account must not post links/mentions/hashtags or share from unknown, inappropriate or untrusted origins
- The language used by the school accounts must be correct and appropriate, and communication will be as mindful, courteous and respectful as it should be face-to-face
- 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 by blocking their access to the site
- 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.

Use of Personal Accounts

- Employees and governors may make personal use of social media networking but must ensure that they have secure privacy settings on their accounts
- No employee or governor of the school should allow pupils from the school to access their personal social media networking activity, except for their **own** children eg to share family photos and news. No employee or governor should allow their own child to set up an individual Facebook/Twitter account if that child is under 13, as this is in direct conflict with the guidance we offer to parents and carers.
- No employee or governor should post on their personal account/s anything that could be detrimental to children, colleagues, parents/carers or the reputation of the school. They must also be mindful of making references to personal activities that provide poor role modelling for the school's pupils
- No employee or governor should post any comment via social media networking that could lead to the identification of individuals at the school and cause embarrassment or offence
- No employee or governor will use racist, sexist, homophobic or any other abusive/inappropriate language on social media networking sites
- No employee or governor will use social media networking to harass, intimidate or behave disrespectfully towards others
- If any employee or governor is aware of inappropriate postings being made by a third party that could bring into disrepute the school or its employees/governors via social media networking sites, they must at once inform the Headteacher or Deputy Headteacher. Our employees/governors are **NOT** responsible for others' inappropriate postings, but are expected to inform us if they become aware of them.

These are not intended to be exhaustive guidelines. We also rely on individuals using their own good judgement when using social media networking.

Failure to adhere to the guidance and spirit of this policy may result in disciplinary action, up to and including dismissal for **serious** misuse of social media.

Agreed by the Governing Body on:

Review date:

DRAFT