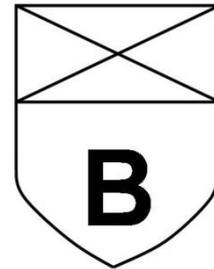# Policy
Bradfield CE Primary School

Social Media (Staff)

Introduction

For the purposes of this policy, social media is defined as interactive online media that allow parties to communicate instantly with one another or share information in a public forum. Examples include Twitter, Facebook and LinkedIn. Social media may also include blogs and video and image-sharing websites such as WordPress, YouTube and Flickr.

Staff should be aware that there are many more examples of social media and this is a constantly developing area of communication. Employees should adhere to these policy guidelines in relation to any social media that they use, in relation to the undertaking of their professional duties and in relation to how the implications of their personal online activity may impact on their professional life.

It is a major contribution to the implementing of e-safety throughout the school, and is an aspect that will be a significant priority for any future OFSTED inspection team.

Scope

This policy applies to teachers, associate staff, governors and all who work on the school site, including volunteers, where their work brings them into contact with the pupils.

It sets out to:

- assist those working with pupils to work online safely and responsibly, to monitor their own standards of behaviour and to prevent the abuse of their position of trust with pupils

- offer a code of practice and a programme of training relevant to their online activities that includes social media for educational, personal and recreational use

- advise that in the event of unsafe and/or unacceptable behaviour disciplinary or legal action (including gross misconduct leading to dismissal) will be taken if necessary in order to support safer working practice

- minimise the risk of malicious allegations against staff and others who have contact with pupils

and takes into account the variety of legislation appropriate to this policy.

Use of Social Media & Online Activity of Staff in School

Staff should **not** access social media sites or engage in other online activity *in a personal capacity* from the school's computers or other devices at any time unless authorised to do so by a member of the senior management team.

They *may* use their own computers or other devices while they are in the school to access social media sites or engage in other online activity but only **outside** of their classroom lesson times. Excessive use of social media which could be considered to interfere with productivity will be considered a disciplinary matter.

However, the use of Social Media **in a professional capacity** and **in an educational context** is acceptable. In fact, the innovative use of new technologies in the classroom, such as social media, is to be encouraged provided certain safeguards are taken.

Prior to setting up the site, the initiating staff member must discuss the proposed site with, and get authorisation from, the Headteacher. This discussion should include the proposed content and proposed membership along with the named member of staff who will be responsible for monitoring any pupil uploaded or other content. The method and timing of the content monitoring process needs to be agreed. All this information (and other relevant notes from the initial meeting) should written up, shared, agreed on and filed for future reference (either electronically or hard copy).

When creating an online social media site (Twitter, FaceBook, Flickr, Tumblr, etc.) in an educational context staff must be aware of the setup settings before they allow the site or account to go "live", in particular the privacy settings.

Any staff using self-created social media sites in a professional capacity *must*:

- be responsible for the monitoring all content, throughout the site

- be responsible for removing any inappropriate content

- be responsible for restricting the membership of the site members

- ensure that the site is private and cannot be accessed by anyone else, other than the intended members, without invitation

Any staff using *any* social media sites made in a professional capacity must *not*:

- Bring the school into disrepute

- Breach confidentiality

- Breach copyrights of any kind

- Bully, harass or be discriminatory in any way

- Be defamatory or derogatory

E-safety & Pupils Working Online

Ensuring that pupils are safe when working online, either in class or at home, is a priority for all staff at Bradfield Primary School, both teaching and associate staff. This is to be achieved not by "locking down" access to the internet but by making pupils aware of the risks the web may contain so that they can make informed judgements for their own safety, for themselves.

Ofsted categorises e-safety into 3 areas of risk:

- **Content** – being exposed to illegal, inappropriate or harmful material.

- **Contact** – being subjected to harmful online interaction with other users.

- **Conduct** – personal online behaviour that increases the likelihood of harm.

To keep themselves safe online, both in school and at home, students should be encouraged to:

- use those websites recommended by the teacher initially and be wary of unfamiliar links
- consider who created a website and possible bias within information
- email only people they know and to exercise caution before opening an email sent by someone they don't know
- use Internet chat rooms, websites, instant messaging, etc., with caution and know how to block and report unwanted users
- not use their real name when using games or websites on the Internet, (create a nickname)
- never give out any personal information about themselves, friends or family online including home address, phone or mobile number
- never email the school name or a picture in school uniform (even to a friend)
- never arrange to meet anyone alone, and always tell an adult first and meet in a public place
- only use a webcam with people they know
- tell an adult they trust immediately if they encounter anything they are unhappy with
- Class teachers should report concerns to the Child Exploitation & Online Protection Centre (CEOP)
- avoid using websites they feel they could not tell you about
- be aware that comments they make on Blogs and Wikis can be viewed by others

Use of Social Media & Online Activity Outside of School

The school appreciates that people will make use of social media in a personal capacity but they must be aware that if they are recognised from their profile as being associated with the school then certain opinions expressed could be considered to damage the reputation of the school, so a statement such as "the opinions expressed here do not necessarily reflect those of my employer" should be clearly stated and it is advisable to omit any references mentioning the school by name or the person by job title. Opinions should, in any case follow the guidelines above to not bring the school into disrepute, breach confidentiality, breach copyrights or bully, harass or discriminate in any way.

General Considerations (both in and out of School)

When using social media teaching and associate staff should:

- never share work log-in details or passwords
- keep personal phone numbers private
- not give personal email addresses to pupils or parents

- restrict access to certain groups of people on their social media sites and pages.

Those working with children have a duty of care and therefore are expected to adopt high standards of behaviour to retain the confidence and respect of colleagues and pupils both within the school and outside of it. They should maintain appropriate boundaries and manage personal information effectively so that it cannot be misused by third parties for "cyber bullying" for example or possibly identity theft. Staff should not make "friends" of pupils at the school as this could potentially be construed as "grooming", nor should they accept invitations to become a "friend" of any pupils. Prior to joining the school new employees should check any information they have placed on social media sites and remove any statements that might cause embarrassment or offence.

Staff should use personal mobile phones to contact pupils only as a last resort or in cases where safe guarding is an issue, such as on trips, visits, etc. Staff should keep any communications transparent and on a professional basis by only using the school email addresses, not their personal account. Where there is any doubt about whether communication between a pupil/parent and member of staff is acceptable and appropriate a member of the senior management team should be made aware and will decide how to deal with the situation.

Disciplinary Action

Any breaches of this policy may lead to disciplinary action under the school's disciplinary Policy. Serious breaches of this policy, for example incidents of bullying of colleagues or social media activity causing serious damage to the organisation, may constitute gross misconduct and lead to dismissal

Staff Social Media Policy – Return Slip

To be returned to the Headteacher

- I have read and understand the School Social Media Policy to which this return slip is attached.
- I have read and understood the e-safety summary section in relation to students safely working online in my classes, when and where appropriate.
- I agree to abide by the conditions listed in the Policy.
- I understand that if I breach the conditions access to all ICT facilities will be immediately withheld pending investigation.
- I understand that any disciplinary action taken against me may, in extreme circumstances, result in my suspension or dismissal from the school.

Name (print please)	
Date	
Signature	