

The Coastal Federation

Bacton Primary School



The Coastal Federation



Mundesley Junior School



Social Networking Policy 2018

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| Formally adopted by the Governing Body/ Trust of:- | The Coastal Federation |
| On:- | 16th July 2018 |
| Chair of Governors/Trustees:- | Annie Edwards |
| Last updated:- | |

Introduction

The Governing Body of The Coastal Federation is committed to ensuring that all staff and parents are aware of their responsibilities in connection with the growing use of social networking sites. It recognises that the use of such sites have become a very significant part of life for many people. They provide a positive way to keep in touch with friends and colleagues, and can be used to exchange ideas and thoughts on common interests. Examples of such sites include, but are not limited to, blogs (short for web log), MySpace, Facebook, Bebo, YouTube, Windows Live Spaces, MSN, forums, bulletin boards, multiplayer online gaming, chatrooms and instant messenger.

Staff are expected to keep a professional distance from pupils and parents there should be a clear separation of the private social lives of staff and that of pupils and parents. There is no need for social networking to go on between staff and pupils and there is no clear educational benefit.

It is important that staff are able to use technologies and services effectively and flexibly whilst ensuring that they do not make themselves vulnerable. The widespread availability and use of social networking applications bring opportunities to understand, engage and communicate with our audiences in new and exciting ways. However, it is also important to ensure that this is balanced with the Governing Body's duty to safeguard children, the reputation of the school, the wider community and the Local Authority. For example, our use of social networking applications has implications for our duty to safeguard children, young people and vulnerable adults. The policy requirements in this document aim to provide this balance to support innovation and Schools of the 21st Century, whilst providing a framework of good practice.

Purpose

The purpose of this policy is to ensure:

- that The Coastal Federation, its leaders and governors are not exposed to legal risks
- that the reputation of The Coastal Federation, staff and governors at the school are not adversely affected
- all children are safeguarded
- that any users are able to clearly distinguish where information provided via social networking applications is legitimately representative of The Coastal Federation.

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:

- Staff must never add pupils as friends into their personal accounts.
- Staff must not post pictures of school events without the Executive Headteacher's consent.
- Staff must not use social networking sites within lesson times.
- Staff need to use social networking in a way that does not conflict with the current National Teacher's Standards.
- Staff should review and adjust their privacy settings to give them the appropriate level of privacy and confidentiality.
- Staff must not post negative comments about the school, pupils, parents or colleagues including Governors.
- Staff should read and comply with 'Guidance for Safer Working Practice for Adults who Work with Children and Young People'. (Located in the Executive Head's office)

Comments posted by parents/carers.

- Parents and carers will be made aware of their responsibilities regarding their use of social networking. Methods of school communication include the prospectus, the website, newsletters, letters and verbal discussion.
- Parents are not expected to post pictures of pupils other than their own children on social networking sites.
- Parents should make complaints through official school channels rather than posting them on social networking sites.
- Parents should not post malicious or fictitious comments on social networking sites about any member of the school community.
- Parents are encouraged not to make friends requests via Facebook to staff. Staff are encouraged not to accept.

Safeguarding of Children

Use of Mobile Phones and Digital Photography Policy

Children have their photographs taken to provide evidence of their achievements for their development records (Early Years Curriculum 2012). Staff, visitors, volunteers and parents / carers are not permitted to use their own mobile phones to take or record any images of school children during the school day.

Procedures

- Under the data protection act of 1998 school must seek parental consent to take photographs and use video recorders. Photographs will be stored on the school network which is pass word protected until the school ceases to operate, should this occur then all photographs will be shredded or deleted from the school network.
- The school's digital cameras must not leave the school setting (unless on an educational visit). Photographs are printed in the setting by staff and images are then removed from the camera memory.
- 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.
- Often photographs may contain other children in the background.
- Events such as Sports Day, outings, Christmas and fundraising events may be recorded by video and photographs by staff. Parents /Carers will be given opportunities to photograph / video their own children at the end of a performance/assembly. Parents must not post photographs or video containing other children on social media websites.
- On occasion the school might like to use photographs of children taking part in an activity to advertise/promote the school via the website etc, however in this instance, specific parental permission will be required.
- Many mobile phones have inbuilt cameras so staff mobile phones must not be used to take pictures of children in our school. 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.
- Mobile phones must be switched off during teaching sessions and should only be used in staff areas or off the property, unless under exceptional circumstances which has been agreed with the Headteacher.
- All school cameras and videos should be kept securely at all times and used with appropriate authority.

Covert recordings

The Governing Body does not permit the use of mobile phones or any digital device to record meetings or conversations, without the express consent of all parties present.

Dealing with incidents of online bullying

The schools e-safety and/or Anti Bullying Policy makes sanctions regarding bullying using new technologies very clear.

Page 5 of 'Behaviour and Discipline in Schools' indicates that 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.