

## REAY PRIMARY SCHOOL



Reay school policies support our aims

- *offer a breadth of experiences to all children inside and outside school*
- *reach the highest standards across the curriculum*
- *build self esteem*
- *develop social and emotional intelligence*
- *demonstrate a quality of leadership which embodies inclusion and respect*

## Social Media Policy

### Purpose

The aim of the policy is to:

- Ensure that all staff understand how to use social media responsibly and safely
- Staff understand the potential risks associated with the use of social media, particularly in the context of working with children.
- Staff understand how to escalate / handle a social media related issue.

### 1. What is Social Media?

Social media (e.g. Facebook, Twitter, LinkedIn, Instagram) is a broad term for any kind of online platform which enables people to directly interact with each other. Blogs, special interest forums, user communities as well as some games, for example Minecraft and video sharing platforms such as YouTube have social media elements to them.

### 2. Use of Social Media

- The use of social media by staff while at work may be monitored.
- We will take appropriate action in the event of breaches of the social media policy. Where conduct is found to be unacceptable, the matter will be dealt with internally. Where conduct is considered illegal, the matter will be reported to the police and other relevant external agencies, and action may be taken according to the disciplinary policy.
- Ensure that use of social media does not infringe upon relevant data protection laws, or breach confidentiality or copy right.

### 3. Use of images

- Under no circumstances should a member of staff post any images, photographs, videos, text etc. via social media sites of children without appropriate permission from the parent/carer.
- If anyone, for any reason, asks not to be filmed or photographed then their wishes must be respected.
- Under no circumstances should staff share or upload children's pictures online other than via Reay owned social media accounts.
- Staff should exercise their professional judgement about whether an image is appropriate to share on social media accounts.

### 4. Monitoring

Regular monitoring of social media accounts is important. It is the responsibility of the administrators and leadership team to respond to any comments, queries or complaints made through those accounts as soon as possible.

## 5. Tone

- The tone of content published should be appropriate to the audience, whilst maintaining appropriate levels of professional standards.
- Staff should be professional and respectful at all times on social media.

## 6. Handling issues

If a mistake is made, delete and correct immediately and notify your line manager of the mistake.

## 7. Personal use

We respect privacy and understand that staff may use social media forums in their private lives. However, personal communications likely to have a negative impact on professional standards and/or the school's reputation are within the scope of this policy. Any health and safety concerns to the Headteacher.

## 8. Security

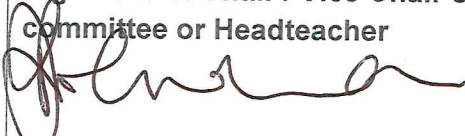
- Staff are responsible for ensuring that passwords and other access controls for social media accounts are of adequate strength and kept secure.
- Passwords should be regularly changed and under no circumstances, should passwords be shared.
- Staff should be familiar with privacy settings and ensure that these are appropriate for both content and intended audience.
- Every effort will be made to keep security software up to date. Appropriate security measures will include the use of enhanced filtering and protection of firewalls, servers, routers, work stations etc. to prevent accidental or malicious access of IT systems and social media accounts.

## 9. Training

Staff authorised to use social media accounts, will receive appropriate training on relevant safeguards and acceptable practice before access is granted. New, or temporary members of staff, will also receive this training as part of the induction process.

## REVIEW OF POLICY

A review of the policy will be undertaken every three years, or as required, by the Headteacher and Pupil Welfare Committee. Any amendments or updates will be reported to the full Governing Body. Any new legislation or directives will be incorporated into the policy as necessary.

<b>Date agreed by Pupil Welfare Committee/Headteacher</b> 27 <sup>th</sup> September 2017	<b>Signature of Chair / Vice Chair of committee or Headteacher</b> 
<b>Date agreed for review</b> Autumn 2020	<b>Review</b> Annual/Bi-annual/3-year-cycle
<b>Responsibility for Review</b> Pupil Welfare Committee/Headteacher	