



## Social Media Policy

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Signed by Chair of Governors:

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## 1. What is Social Media?

Social media (e.g. Facebook, Twitter, and Instagram) is a comprehensive term for online platforms which facilitate people to directly interact with each other via the internet. There are different ways a person can interact with Social Media and these include:

- Websites (e.g. Facebook)
- Games (e.g. Minecraft)
- Video sharing platforms (e.g. You Tube)
- Apps ( Applications) for use on a mobile device (e.g. tablet)

Delius school recognises the many benefits and opportunities that social media provides and demonstrates this with an appropriate and active online social media presence. The school encourages the creative and positive use of social media. This ethos is embedded in our curriculum and heavily linked with online safety. We recognise that our pupils learn in different ways and at different levels and our teaching staff are constantly challenged to find effective ways to communicate staying safe online.

Social media is so widely accessible, supervising and ensuring appropriate usage has become more challenging and as a result so has ensuring our pupils stay safe online.

## 2. Scope

**This policy is to be read in conjunction with the school's Code of Conduct, Safeguarding, Preventing Extremism and Radicalisation and ICT & Communications Policies.**

This Policy:

- Applies to all staff, governors, regular visitors and volunteers and to all online communications which directly or indirectly represent Delius school.
- Applies to online communications involving Delius school which are posted at any time and from anywhere. *NOT JUST ON SCHOOL EQUIPMENT OR IN WORKING/SCHOOL HOURS.*
- Encourages the safe and responsible use of social media at all times alongside the above supporting policies.

Delius school respects privacy and understands that its staff, visitors, governors and volunteers may use social media in their personal lives. This policy exists to inform them of the responsibility and impact their social media presence could have on the school. Social media communications deemed to have a negative impression on the school's reputation or professional standards are within the scope of this policy and such actions may lead to disciplinary action.

### 2.1. Professional and Personal Communications

Professional communications are carried out via any account which implicates the school through the presence of the school's name (e.g. school email address, school Twitter or Facebook pages).

Personal communications are carried out via personal social media or e-mail accounts. Where a personal account is used to associate itself with Delius school or impacts on the school, it is paramount that it is made clear that the person responsible for the account is not communicating on behalf of the school. **This must be done with an appropriate disclaimer.**

All professional and personal social media correspondence which implicates or impacts the school is within the scope of this policy.

Online correspondence with pupils or parents/carers through any form of online technology including social media, must be carried out using a school social media or school registered online account e.g. replying to a query posted on the school Facebook or Twitter feeds or sharing homework for pupils via the school social media accounts. All online communication with pupils or parents/carers must be considered appropriate and without risk of negative implications to the school.

### 3. Roles and Responsibilities

- Senior Leadership Team
  - Ensure staff, governors, regular visitors and volunteers receive training and guidance on Social Media use.
  - Develop, implement and keep up to date the school Social Media Policy
  - Ensure all reported incidents are investigated professionally and in line with school policy, involving external agencies if required
  - Ensure all school associated Social Media accounts are monitored and being used appropriately
- Staff
  - Know the contents of and ensure that any use of social media is carried out in line with this and other relevant policies.
  - Attend appropriate training
  - Ensure appropriate disclaimer to personal accounts when the name of the school is present

No member of staff is permitted to create school social media accounts. Such action is the responsibility of the SLT and permission must be sought through them before any school related social media accounts are generated.

### 4. Monitoring Social Media

School social media accounts will be monitored frequently, including during holiday periods and in line with school policies, by the ICT and Business Development officer

Any comments or queries including complaints made through a school social media platform must be responded to within 24 hours of receipt of correspondence. Regular monitoring and intervention is essential to ensure full safeguarding support can be provided if required.

### 5. Online Behaviour

Delius school requires that all users of social media associated with the school adhere to the standards set out in this policy and other relevant policies.

All online communications by staff must be professional and respectful at all times and in accordance with this policy.

Staff and Governors will **not** use social media to:

- Discriminate
- Be offensive to others
- Harass others
- Breach data protection
- Breach confidentiality
- Breach copyright
- Bring the school into disrepute
- Infringe of the rights and privacy of others
- Bully or make abusive or hurtful comments or judgements
- For personal gain or profit

Such actions will be taken extremely seriously by the school and reported as soon as possible to a member of the SLT or Safeguarding Team and escalated appropriately.

**Staff must ensure that confidentiality is maintained on social media when in existing and post-employment.**

Users must declare their identity in social media posts or when using social media accounts. Anonymous posts are discouraged in relation to school activity.

The school will take appropriate action in the event of breaches of the social media policy. Where conduct is found to be unacceptable, the school will deal with the matter internally, using the Staff Disciplinary Policy. Where conduct is considered illegal, the school will report the matter to the police and other relevant external agencies, and may take action according to the disciplinary policy.

**Staff are not permitted to follow or engage with current or prior pupils of the school on any personal social media network account.**

Access to any personal social networking sites are prohibited at any time on school provided ICT equipment. This is to eliminate the risk of unauthorised images of Delius pupils or any school data from being uploaded accidentally. This is also to eliminate the risk of Delius pupils falling victim to the viewing of inappropriate content held on these sites.

All social networking sites are restricted through the school's internet access.

We encourage positive comments and "likes" on the school Facebook page, this is essential for building an online community and promoting the school to a wider online audience. However please be mindful of the image you're presenting through your own personal Facebook account when "liking" and commenting on the school Facebook page. It is important to realise when commenting and "liking" through Facebook that your own profile picture and potentially your entire profile is then linked to the school's page.

## 6. Parents/Carers

- If parents/carers have access to a school learning platform where posting or commenting is enabled, parents/carers will be informed about acceptable use.
- The school has an active parent/carer education programme which supports the safe and positive use of social media. This includes information on the website.
- Parents/Carers are encouraged to comment or post appropriately about the school. In the event of any offensive or inappropriate comments being made, the school will ask the parent/carer to remove the post and invite them to discuss the issues in person. If necessary, refer parents to the school's complaints procedures.

## 7. Legal Considerations

- **Users of social media should consider the copyright of the content they are sharing and, where necessary, should seek permission from the copyright holder before sharing.**
- **Users must ensure that their use of social media does not infringe upon relevant data protection laws, or breach confidentiality.**

## 8. Professional Conduct

- When acting on behalf of the school, staff will handle negative or offensive comments sensitively. Remember to report these incidents to a member of the SLT immediately.
- If staff feel that they or someone else is subject to abuse by colleagues through use of a social networking site, then this action must be reported using the agreed school protocols.

### 8.1.Tone

When publishing content on social media ensure the tone should be appropriate to the audience as well as retaining professional standards.

Staff should be to be:

- Engaging
- Conversational
- Informative
- Friendly

## 9. Use of Images

- **Permission to use any photos or video recordings should be sought in line with school policy.** Permission to post online is sought upon pupil induction and this information is available through the schools SIM's system or via the main school office. If anyone, for any reason, asks not to be filmed or photographed then their wishes should be respected.
- **Under no circumstances should staff share or upload pupil media images online other than via school owned social media accounts**
- Staff should exercise their professional judgement about whether an image is appropriate to share on school social media accounts. Pupils should be appropriately dressed, not be subject to ridicule and must not be on any school list of children whose images must not be published.