



Social Media Policy

'...these three remain: faith, hope & love; and the greatest of these is love.' 1 Cor 13:13

Rooted in faith, family & friendship.
Growing in hope & aspiration.
Flourishing in love.

friendship ★ hope ★ compassion ★ forgiveness ★ trust ★ thankfulness



Social Media Policy

Rationale & Vision

At St Anne's CE Primary School, we recognise and embrace the numerous benefits and opportunities that social media has to offer. While staff are encouraged to engage, collaborate and innovate through social media, they should also be aware of the associated risks, especially around issues of safeguarding and personal reputation.

Aims

This policy aims to outline what St Anne's CE Primary School will do to prevent and tackle all forms of bullying. We strive to ensure that at St Anne's, we demonstrate a safe online culture where the bullying of adults, children or young people is not tolerated in any form. We will prioritise raising awareness and consistently responding to any cases of bullying to ensure the safety and wellbeing of our pupils and staff.

This policy also aims to:

- set guidelines and rules on the use of school's social media channel
- establish clear expectations for the way members of the school community engage with each other online
- support the school's policies on data protection, online safety and safeguarding.

Staff, pupils and parents/carers are required to read, understand and comply with this social media policy. It applies to the use of social media for both business and personal purposes, whether during school/working hours or otherwise.

It applies regardless of whether the social media is accessed using:

- school IT facilities and equipment
- equipment belonging to members of staff and pupils
- any other IT/Internet-enabled equipment.

All members of the school community should bear in mind that the information they share through social networking applications, even if they are on private spaces, may be subject to copyright, safeguarding and data protection legislation.

In line with the Equality Act 2010, it is essential that our school:

- eliminates unlawful discrimination, harassment, victimisation and any other conduct prohibited by the act
- ensures equality of opportunity between people who share a protected characteristic and people who do not share it
- fosters good relations between people who share a protected characteristic and people who do not share it.

Links to Legislation

There are several pieces of legislation which set out measures and actions for schools in response to criminal and civil law. These include (but are not limited to):

- The Education and Inspection Act 2006, 2011
- The Equality Act 2010
- The Children Act 1989
- Protection from Harassment Act 1997
- The Malicious Communications Act 1988
- Public Order Act 1986.

Links with Other School Policies and Practices

This policy links with several school policies, practices and action plans including:

- Behaviour Policy
- Complaints Policy
- Child Protection and Safeguarding Policy
- Curriculum policies, such as PSHE, and Computing
- E-Safety Policy.

Roles and Responsibilities

- The headteacher is responsible for communicating this policy to the school community, to ensure that disciplinary measures are applied fairly, consistently and reasonably, and that a member of the senior leadership team has been identified to take overall responsibility.
- The governing body will take a lead role in monitoring and reviewing this policy.
- All staff, including governors, senior leadership, teaching and non-teaching staff, to support, uphold and implement this policy accordingly.
- Parents/carers to support their children and work in partnership with the school.
- Pupils to be made aware of and abide by the policy.

Definition of Social Media

For the purposes of this policy, 'social media' is considered to include all technologies that allow individuals to communicate and share information (including photos and video). This includes group messaging services such as WhatsApp and Class Dojo.



Social Media Policy

Use of Official School Social Media

At St Anne's CE Primary School, the school's official social media channel is ClassDojo.

This account is managed by the administrator and members of the teaching team. Staff members who have not been authorised by the headteacher to manage, or post to, the account, must not access, or attempt to access, this account.

The [St Anne's CE Primary School website](#) is the other main form of online communication and media posting, where you can find key information and blog posts, keeping parents/carers up to date on everything happening throughout the academic year.

At St Anne's CE Primary School, staff responsible for our social media accounts will delete as soon as reasonably responsible:

- abusive, racist, sexist, homophobic or inflammatory comments
- comments we consider to be spam
- personal information, such as telephone numbers, address details, etc.
- posts that advertise commercial activity or ask for donations

Every reasonable effort will be taken to politely address concerns or behaviour of individual users, following the school's complaints policy. If users are repeatedly abusive or inappropriate, they will be blocked.

Staff responsible for our social media accounts will also ensure that all content shared on social media platforms is age appropriate for the school community.

Personal Use of Social Media by Staff

At St Anne's CE Primary School, we expect all staff, governors and volunteers to consider the safety of pupils and the risks (reputational and financial) to the school when using school and personal social media channels. Staff are also responsible for checking and maintaining the appropriate privacy and security settings of their personal social media accounts. Staff members will report any safeguarding issues they become aware of.

When using social media, staff must not:

- use personal accounts to conduct school business
- accept 'friend requests' from, or communicate with, pupils past or present
- complain about the school, individual pupils, colleagues or parents/carers
- reference or share information about individual pupils, colleagues or parents/carers
- post images of pupils on personal accounts
- express personal views or opinions that could be interpreted as those of the school
- link their social media profile to their work email account
- use personal social media during timetabled teaching time, except in a professional capacity.



Social Media Policy

Any concerns regarding a member of staff's personal use of social media will be dealt with in line with our staff behaviour policy.

Any communication received from current pupils (unless they are family members) on any personal social media accounts will be reported to the designated safeguarding lead (DSL) or member of the senior leadership team immediately.

Staff must not have contact via personal accounts with past pupils (if ongoing communication is required, this should be used by our official school channels).

Supporting Pupils

St Anne's CE Primary School encourages pupils to:

- be respectful to members of staff, and the school, at all times
- be respectful to other pupils and parents/carers
- direct any complaints or concerns through the school's official channels, so they can be dealt with in line with the school's complaints procedure.

Pupils should not use social media to:

- complain about individual members of staff
- complain about the school
- make inappropriate comments about members of staff, other pupils or parents/carers
- post images of other pupils without their permission.

Any concerns about a pupil's social media use will be dealt with in line with the school's Behaviour Policy.

Supporting Adults

Our school takes measures to make sure that children use the internet safely and securely; however, it is equally important to support parents in modelling to our pupils the same measures. The school expects parents/carers to help us model safe, responsible and appropriate social media use for our pupils. When communicating with the school via official communication channels, or using private/independent channels to talk about the school, parents and carers should:

- be respectful towards, and about, members of staff and the school at all times
- be respectful of, and about, other parents/carers and other pupils and children
- direct any complaints or concerns through the school's official channels, so they can be dealt with in line with the school's complaints procedure

Parents/carers should not use social media to:

- complain about individual members of staff, other parents/carers or pupils
- complain about the school
- make inappropriate comments about members of staff, other parents/carers or pupils

- draw attention to, or discuss, behaviour incidents
- post images of children other than their own

Policy and Support

The whole school community will:

- provide a range of approaches for pupils, staff and parents/carers to access support and report concerns
- regularly update and evaluate our practice to consider the developments of technology and provide up-to-date advice and education to all members of the community regarding positive online behaviour
- take appropriate, proportionate and reasonable action, in line with existing school policies, for any misuse of social media brought to the schools' attention, which involves or effects pupils, even when they are not on school premises
- implement appropriate disciplinary sanctions; the consequences of misusing social media will reflect the seriousness of the incident, so that others see that misusing social platforms is unacceptable
- use a variety of techniques to resolve the issues between those who misuse social media, and those who have been affected by social media.

Education and Training

The school community will:

- train all staff, including teaching staff, support staff (e.g. administration staff, lunchtime support staff and site support staff) and pastoral staff, to identify all forms of online safety and take appropriate action, following the school's policy and procedures, including recording and reporting incidents on CPOMS
- consider a range of opportunities and approaches for addressing bullying throughout the curriculum and other activities, such as: through displays, assemblies, peer support, the school council, etc
- collaborate with other local educational settings as appropriate, and during key times of the year, for example during transition
- ensure anti-bullying has a high profile throughout the year, reinforced through key opportunities such as Safer Internet Day
- provide systematic opportunities to develop pupils' social and emotional skills, including building self esteem.

Involvement and Liaison with Parents and Carers

We will:

- take steps to involve parents and carers in developing policies and procedures, to ensure they are aware that the school does not tolerate any misuse of social media
- make sure that key information about online safety and cyber-bullying (including policies and named points of contact) is available to parents/carers in a variety of formats, including via the school website
- ensure that all parents/carers know who to contact if they are worried about online safety and where to access independent advice
- work with all parents/carers and the local community to address issues beyond the school gates that give rise to online safety
- ensure all parents/carers know about our complaints procedure and how to use it effectively, to raise concerns in an appropriate manner.

Monitoring, Evaluation and Review

- The school will ensure that they regularly monitor and evaluate mechanisms to ensure that the policy is being consistently applied.
- Any issues identified will be incorporated into the school's action planning.
- The headteacher will be informed of social media related bullying concerns, as appropriate.
- The governing body will be informed of incidents of bullying, including outcomes.

Useful Links and Supporting Organisations

Support for children, staff or families

- Anti-Bullying Alliance: www.anti-bullyingalliance.org.uk
- Childline: www.childline.org.uk
- Family Lives: www.familylives.org.uk
- Kidscape: www.kidscape.org.uk
- MindEd: www.minded.org.uk
- NSPCC: www.nspcc.org.uk
- PSHE Association: www.pshe-association.org.uk
- Restorative Justice Council: www.restorativejustice.org.uk
- The Diana Award: www.diana-award.org.uk
- Victim Support: www.victimsupport.org.uk
- Young Minds: www.youngminds.org.uk

Cyber-bullying

- Childnet: www.childnet.com
- Internet Watch Foundation: www.iwf.org.uk
- Report Harmful Content: <https://reportharmfulcontent.com/>
- UK Safer Internet Centre: www.saferinternet.org.uk
- The UK Council for Internet Safety (UKCIS): www.gov.uk/government/organisations/uk-council-for-internet-safety

DfE 'Cyber-bullying: advice for headteachers and school staff'

- www.gov.uk/government/publications/preventing-and-tackling-bullying
- DfE 'Advice for parents and carers on cyberbullying':

www.gov.uk/government/publications/preventing-and-tackling-bullying

SEND

- Changing Faces: www.changingfaces.org.uk
- Mencap: www.mencap.org.uk
- Anti-Bullying Alliance Cyberbullying and children and young people with SEN and disabilities: www.anti-bullyingalliance.org.uk/tools-information/all-about-bullying/at-risk-groups/sen-disability

Any questions or concerns regarding this policy should be made to:

Name: Natalie Slight
Role: Acting Headteacher
Date: February 2024