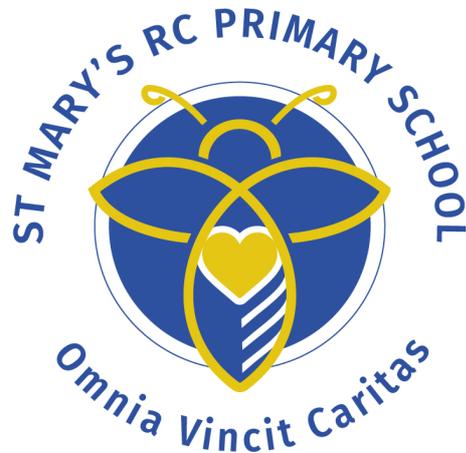# Social Media Policy and Procedures

"Jesus is the heart of our school"

Statement of Intent

Social media and social networking sites play an important role in the lives of many people. We recognise that sites bring risks, but equally there are many benefits to be reaped. This gives clarity to the way in which social media is to be used by the school, staff, pupils, governors, volunteers and visitors at St Mary's RC Primary School. It will also provide guidance for parents.

Here at St Mary's we have a responsibility to

- safeguard our pupils against the potential dangers of social media.
- educate our pupils about how to protect themselves online. E-Safety is a vitally important part of our Computing Curriculum.
- prevent and avoid damage to the reputation of the school through irresponsible use of social media.
- protect our staff/governors from cyber bullying and potentially career damaging behaviour.
- prevent the use of social media as a tool for radicalisation and extremist views.

The Headteacher will be responsible for the day-to-day implementation and management of the Social Media Policy and Procedures of St Mary's RC Primary School.

Parents and carers will be expected to promote safe social media behaviour and will be expected to take responsibility for the social media habits of their child/children at home.

Social Media Use Within School

The school has a Twitter account. The passwords for the accounts are kept secure and are only known to staff responsible for its use. Photographs of the children, with parental/carer permission, may accompany social media posts, but children's names will never be used with the photographs. Any child identified from the issue of the School's Acceptable Use of the Internet and ICT Systems Permission Form will never have their photographs published either on social media or on the school's website.

We encourage pupils to take a SMART approach to social media behaviour:

Safe – Do not give out personal information, or post photos of yourself to people you talk to online. Follow age restriction rules.

Meeting – Do not meet somebody you have only met online. We encourage parents/carers to speak regularly to their children about who they are talking to online.

Accepting – We advise that pupils only accept emails and other forms of communication from people they already know.

Reliable – We teach pupils about the dangers of believing everything they see online.

Tell – We encourage pupils to tell a teacher, parent or carer if they see anything online that makes them feel uncomfortable.

The school uses Social Media to

- keep parents/carers informed of upcoming events and notices.

- support and promote nationwide initiatives such as Anti-Bullying Week, World's Biggest Coffee Morning, Children in Need, World Book Day etc.

- support and promote our Friends of St Mary's (FOSMs).

- allow parents an insight into their child's day, especially on school journey, school trips and sporting events.

Social Media Use Outside School

<u>Governors, Members of Staff, Volunteers and Visitors</u>

- should ensure that they have the highest privacy settings on any social media sites which they use.
- should avoid identifying themselves as a governor/employee of St Mary's RC Primary School on social media.
- must not post content online which is damaging to the school or any of its governors, staff, pupils or parents.
- must not post information or opinions about St Mary's RC Primary School.
- must not post any information which could identify a pupil, class or the school.
- should be aware that if their out-of-school activity brings the school into disrepute, disciplinary action will be taken.
- must not "friend" or otherwise contact pupils or parents/carers through social media if their only contact with these is as a result of their position within the school.
- must not accept "friend" requests if the relationship is purely staff/parent, and there is no previous or alternative relationship.
- must not accept "friend" requests from pupils, including past pupils under the age of 16 years.
- school laptops should not be used for personal email or social media activity.

<u>Parents/Carers</u>

- should promote safe social media behaviour and take responsibility for the social media habits of their child/children at home. St Mary's RC Primary School does not support pupils signing up to social media sites that have an age restriction above the pupil's age.
- should not use social media as a form of communication with the school. Methods of school communication are the website, newsletters, letters, emails and verbal discussion. School policies and documents provide further information regarding appropriate channels of communication and means of resolving differences of opinion. Effective communication following principles of mutual respect is the best means of ensuring the best learning experiences for the child.
- must not attempt to "friend" or otherwise contact governors or members of staff through social media if the relationship is purely parent/staff, and there is no previous or alternative relationship.
- must not post content online which is damaging to the school or any of its governors, staff or pupils.
- must not post pictures of pupils, other than their own children, on social networking sites where these photographs have been taken at a school event.
- must not transmit electronically any child's image without their parents'/carers' express permission.

Last Reviewed: September 2020

Next review: September 2021