Social Media Policy

2022 - 2023

Do to others as you would have them do to you.
(Luke 6:31)

This Social Media Policy for Youlgrave, All Saints' C of E (VA) Primary School, follows the Derbyshire County Council (DCC) model policy for schools (Online Safety Model Policy, February 2020).

Document Control

The owner of this document is the Headteacher. All requests for change should be directed to them. Any printed copies of this document are for reference only; the definitive version is the computer file held on the school office administrator's computer.

Revision history

Version	Date	Changes	Author(s)
1	June 2020		DCC

Approval

Version	Date	Approver(s)	Minute number
1	13/07/20	Full Governing Body	GB 68/20
1	24/05/21	Full Governing Body	GB 81.21
1	30/03/22	Full Governing Body	GB 170/21

Review period This policy will be reviewed annually.

Version	
	Spring term 2023

Introduction

We recognise the benefits of social media, but it also brings potential risk, to the school and to individuals. For the purposes of this policy, 'social media' is defined as websites and applications (apps) that allow people to create or share content and/or participate in social networking. Examples include, but are not limited to, Facebook, Twitter, LinkedIn, Instagram, Snapchat, Reddit, Pinterest, YouTube, WordPress, Tumblr, Ask.fm, WhatsApp.

We realise that a growing number of educationalists and education groups use discussion groups, online chat forums and bulletin board to share good practice and disseminate information and resources. The use of online discussion groups and bulletin boards relating to professional practice and continuing professional development is encouraged, although staff are reminded that they are representing the school, and appropriate professional standards should apply to all postings and messages.

This policy supports our Data Protection Policy. It includes our standards and guidelines for using social media in a way that minimises the risks associated with its use, in line with the General Data Protection Regulation (GDPR), the Data Protection Act 2018 (DPA 2018) and best practice.

Scope and Responsibilities

This policy applies to all use of social media, by all staff, including personal use, work-related use, during working hours or out of hours, onsite or offsite, through the school's internet network or otherwise, on school owned or personal devices, on official school social media accounts/platforms or personal accounts/platforms. This should be read in conjunction with the Bring Your Own Device Policy.

All staff are expected to comply with this policy. The Headteacher is responsible for ensuring their team read, understand and comply with this procedure.

In order to be an official 'school platform':

- Master privileges and access permissions are to be held by the school
- The school must have editorial oversight of all content

- The number of staff members with administrative rights should be limited to those necessary

'Quasi school' social media, for example a Twitter account such as 'Miss Stuart History @ Secondary School' are not official school platforms unless the above conditions are met. The school will not accept liability for content and postings on accounts containing the school name which have not been authorised and do not meet the official 'school platform' criteria. Accounts used must be listed in the Privacy Notice, and personal information and pictures should not be posted without appropriate consent and oversight. Authorised accounts will remain the property of the school and may be deleted at any time by the school.

Our DCC Data Protection Officer (DPO) – Claire Archibald will provide assistance and further guidance on the use of social media with regards to data protection.

A breach of this policy could lead to disciplinary action.

Our Social Media Standards

Any use of social media that could impact on the school should meet these standards:

Be kind – to others that may be affected directly or indirectly by your actions online.
Be honest – about who you are, and what you know.
Be sensitive – to the school, to others and to your position.
Protect confidentiality – your own, and others'.
Maintain professional standards.
If in doubt, don't post!

Our Social Media Rules

These rules should be followed; to ensure we meet the required standards:

Be kind:

- Use common courtesy.

- Consider the potential effect on others of your words or content you post.

Be honest:

- Be transparent about your role, especially when representing the school in an official capacity.

- Only post about things you know to be true and only if it is appropriate to share them.

Be sensitive:

- Be especially careful when posting about potentially inflammatory subjects.

- Do not give advice or information that you know to be contrary to the School's policies or interests.

- Do not reveal any sensitive information about the school or about any plans that are not yet public.

- In the event of an incident affecting the school or any members of the school community only official communications channels and accounts should comment or share news or updates.

- Be aware of the potential risks of communicating with current and ex-pupils in ways which may be considered as inappropriate, particularly if it could be shown that the adult-pupil relationship of trust had been breached.

- Only use official school platforms to post school information, celebration, news and photographs. Ensure all posts are in line with the Safeguarding Policy.

- Report any inappropriate contact from pupils to the Headteacher at the earliest opportunity to prevent situations from escalating.

- Staff are reminded that, as a safeguarding issue, they should always be careful about who they are 'talking to'. It is very easy to hide an identity in an on-line conversation.

Protect confidentiality:

- Don't share anything private about anyone else, especially pupils.

- Don't share anything about yourself that you wouldn't want the rest of the school community to see.

- Be aware that what you post could divulge information such as your home address.

- Follow the Data Protection Policy at all times.

- Apply appropriate security and privacy settings to your social media accounts and the devices you use to access them.

- Be aware of 'phishing' attempts through social media, where scammers may try to obtain information about you or other people, including passwords or financial information.

Maintain professional standards

- Remember you are representing the school and the same standards of conduct should be followed online as well as offline, especially concerning children.

- Do not post or share offensive, discriminatory or illegal content, or anything that would bring the school into disrepute.

- Maintain professional boundaries and do not befriend pupils on social media.

- If in doubt, don't post!

- Once you've posted something to the internet it cannot be taken back.

- Even if you delete content it may already have been copied or saved by another user, and could be shared wider.

- Even if you have posted in a closed or private group other members may not respect the rules or your confidentiality.

Concerns and complaints relating to social media activity or account should be directed to the Headteacher.

Platform	User account name	Master administration role	Approved users (posting)	Date	
				Opened	**Closed**
WhatsApp	YAS Staff	SBA (AA)	Current Staff	26/11/19	
Primary Site Blog	Youlgrave, All Saints' Primary School	SBA (AA)	Current Staff and Pupils (with approval)	01/04/20	
Microsoft Teams	Teacher's name	Class 3 Teacher (EP) Mike Stone (IT Support)	Teachers and TA's	07/05/20	