Social Media Policy

Adopted by Governors:	October 2015
Union Meeting (if applicable)	*NA*

Next Review due:	*Summer 2021*

Committee Reviewed at: ....**Quality Autumn 2019**

Signed by Chair of Committee:…………………..………………….

Date:……………..………………………………

Signed by Head Teacher:…………………..…………………………

Date:………………………………………………………………

Birkett House Social Media policy

Introduction
Social media is a brilliant tool for sharing information and bringing people together. It is the perfect tool for celebrating the work of the whole school community and sharing it with the wider world. However we have a duty to protect our students, staff, parents and carers, so we have produced this policy and the Ten Golden Rules to keep everyone safe. Please take a few minutes to read them.
Chris White, Headteacher

Scope

This policy sets out guidelines for the appropriate use of social media by Birkett House School, its staff, carers and parents.

This policy recognises the importance and popularity of social media. It also recognises the prevalence of smart devices and aims to provide sensible advice which reflects the way people use these devices in everyday life.

Responsibility for maintaining this policy and providing appropriate guidance and training rests with the Head teacher and School Leadership Team.

It is impossible to cover all social media platforms in specific detail. This policy should be assumed to apply equally to all platforms as the School Leadership Team decide is appropriate.

As well as social media use, this policy covers e-safety and image use.

This policy is subject to the school Code of Conduct and the ICT Acceptable Use Policy.

<div align="center">

Contents

</div>

- **Social Media**
    - **Birkett House social media accounts**
    - **Creating social media accounts for Birkett House**
    - **Running social media accounts for Birkett House**
    - **Images on school social media accounts**
    - **Personal use of social media**
- **Image use**
- **E-safety**
- **Toolkit**
    - **Links**
    - **Flowcharts for dealing with an e-safety incident**
    - **Ten Golden Rules**

Social Media

Social media is a broad term for any kind of online platform which enables people to directly interact with each other. The best known social media platforms are Facebook, Twitter and Instagram. However some games, for example Minecraft or World of Warcraft and video sharing platforms such as You Tube are also examples of social media.

Social media is a great way for people to meet, chat, share experiences and collaborate on projects. It is convenient, easy to use, free and flexible. Staff, carers and parents are actively encouraged to find creative ways to use social media to help support the school and its students. However, there are some risks associated with social media use, especially around the issues of child safety, bullying and personal reputation. This policy aims to encourage the safe use of social media by Birkett House, its staff, parents, carers and children.

Birkett House Social Media accounts
Birkett House runs the following social media accounts:

Facebook:- https://www.facebook.com/BirkettHouse

Twitter - @BirkettHouse

Creating social media accounts for Birkett House

Staff, parents and carers are actively encouraged to consider if a social media account will help them in their work, eg a Friends of Birkett House Facebook page, or an Instagram account for the school allotment. Anyone wishing to create such an account must present a business case to the School Leadership Team which covers the following points:-

- The aim of the account
- The intended audience
- How the account will be promoted
- Who will run the account
- Will the account be open or private

Applications will be considered positively and should be supported unless the School Leadership Team has serious reservations. In that case, the SLT will explain what these are and work with the applicant to find a resolution. In all cases, the SLT must be satisfied that anyone running a social media account on behalf of the school has read and understood this policy. This applies to anyone who is not directly employed by the school, including parents.

In all cases, information about official Birkett House social media accounts should be held centrally by the Admin Office in a secure format (eg password protected spreadsheet). This information should include password, user name and the staff members who have access to the account. It is vitally important that no account is run by only one person.

Running Social Media Accounts for Birkett House

Official school accounts will effectively be speaking on behalf of the school. Anyone managing such an account must bear this in mind and not misrepresent the views of the school or bring the school into disrepute in anyway.

The school Code of Conduct and ICT Acceptable Use policy apply to all staff running a social media account on behalf of the school.

School social media accounts must not be used, under any circumstances, to attack, criticise or undermine any member of staff, student, parent or carer. They should also not be used to engage in discussions of a political or controversial nature without the express permission of the SLT.

Staff running school social media accounts should be careful to ensure that personal content is not accidentally posted on school accounts. If it is, it must be removed immediately and the Page admins warned if the content has the potential to cause embarrassment.

School accounts must be monitored regularly and frequently 7 days a week, including during holidays. Any comments, queries or complaints made through those accounts must be responded to within 24 hours or on the next working day (if received at a weekend) even if the response is only to acknowledge receipt. Regular monitoring and intervention is essential in case a situation arises where bullying or any other inappropriate behaviour arises on a school social media account.

All school social media accounts must be run jointly by at least two people.

Tagging of people in photos on school social media accounts *must* be turned off where possible.

All school social media accounts must be run with due regard to the school Anti-Bullying policy and other safeguarding policies. If anyone comes across a situation where bullying, grooming or other unacceptable behaviour is evident, they must report this to the SLT.

Images on school social media accounts

With smart phones and social media being commonplace, it is not possible or appropriate to ban parents, friends or family from sharing pictures or videos of students online. It follows that school use of such images can be assumed to be acceptable, providing the following guidelines are strictly adhered to.

- Staff should exercise their professional judgement about whether an image is appropriate to share on school social media accounts. Students should be appropriately dressed, not be subject to ridicule and must not be on any list of protected children.
- Under no circumstances should staff take, share or upload student pictures online other than via school owned social media accounts
- If a member of staff inadvertently takes a compromising picture which could be misconstrued or misused, for example girls wearing skirts doing cartwheels, they *must* delete it immediately.
- Verbal permission should be sought where possible before using any photos or video recordings. If anyone, for any reason, asks not to be filmed or photographed then their wishes should be respected. This permission can be requested in the form of an announcement at the start of an event or performance, for example.

Personal use of social media

Staff are encouraged to make active and creative use of social media. However, they are expected to exercise professional judgement in their use and should note that their activity on social media is subject to the Code of Conduct and should in no way bring themselves or the school into disrepute.
Staff must not accept Friend requests from and must not interact with students and parents on social media.'

Where appropriate, for example on Facebook, staff should ensure that their account is private and only accessible by their friends.

Although staff are encouraged to use the privacy settings on their social media accounts to protect themselves, they should never assume that anything shared via social media is truly private.

E-Safety

E-safety is the responsibility of everyone. Staff, parents and carers are actively encouraged to play their part in this by being aware of the risks associated with online activity. The Toolkit at the end of this policy contains links with helpful advice and information.

Most social media sites have a lower age limit of 13. If any member of staff becomes aware that an under-age student is using such a site, they should take action in accordance with the sites Terms & Conditions. They should also report this to SLT so that the appropriate action can be taken.

Any instance of grooming, radicalisation, bullying or any other inappropriate behaviour must be reported to the designated child care officer or member of the Senior Leadership Team (SLT). Staff and parents should be aware that it is very easy for people to adopt a false identity online in order to carry out these activities. Students, staff and parents should be given a simple way to anonymously report incidents, for example the Whisper tool from SWGFL https://www.swgflwhisper.org.uk/.

In the event of the SLT being made aware of a possible problem, the flowcharts contained in the Appendix to this policy should be referred to. In all cases where a potential problem is identified, the review process should be carried out collectively and with due concern for the integrity of the schools ICT systems.

E-safety advice and messages should be incorporated into the school curriculum and reinforced throughout the year.

Toolkit

This section contains links to handy websites and advice on social media use and e-safety. There is a lot of valuable information available to schools and parents.

The South West Grid for Learning (SWGFL) and the UK Safer Internet Centre both have a huge number of resources available for schools, parents and students. The NSPCC also provide valuable information.

- Advice for teachers - http://www.saferinternet.org.uk/advice-and-resources/teachers-and-professionals
- Resources for young people, parents & schools - http://www.saferinternet.org.uk/advice-and-resources/young-people/11-19s
- Review of social media platforms - http://www.net-aware.org.uk/networks/?order=-popularity
- E-Safety videos - http://swgfl.org.uk/products-services/esafety/resources/SWGfL-E-Safety-Movies
- Facebook checklist - http://dwn5wtkv5mp2x.cloudfront.net/ufiles/Facebook_check_Feb_15.pdf
- Snapchat checklist
- http://dwn5wtkv5mp2x.cloudfront.net/ufiles/Snapchat-Checklist_web.pdf

The Birkett House School Ten Golden Rules of Social Media

1. *Nothing* on social media is truly private

2. Social media can blur the lines between your professional and private life

3. Set your Facebook page so that only your Friends can see it

4. Everyone can see what you say on Twitter

5. Never give away personal information on social media – like where you live or your phone number

6. Think carefully before accepting a Friend request. Is it from someone you know?

7. Being nice will make you more friends than being nasty

8. If you want to criticise, do it politely! Don't forget that even the biggest social media accounts are run by real people

9. Never post intimate pictures of yourself online!

10. Be excellent to each other!

Flowchart relating to an e-safety incident – pupil as victim

Incident assessed to consider who will need to take in-school action:

- Class teacher
- Safeguarding/Esafety coordinator
- Headteacher & Senior Leadership Team

Inappropriate image viewed by child(ren)

- Turn off monitor.
- Isolate computer.
- Ask another adult to look.
- Provide appropriate opportunity for child(ren) to talk about what they have seen.

Unacceptable content posted

- Take a screen shot of contribution including the name of the contributor.
- Delete (or ask child to delete) contribution.
- Discuss contribution with child(ren) involved (or whole class) as appropriate.
- Warning given to child(ren) or sanctions. applied as appropriate

Bullying content posted

- Take a screen shot of contribution including the name of the contributor.
- Delete (or ask child to delete) contribution.
- Take action according to the school's bullying policy.

Child safety concern, including under-age use of social media

- Assess nature of risk
- If the student is under-age, report this to the social media site & follow up with student & parents
- Report to appropriate agency (police, Social Services, LA child safety lead etc)

All incidents should be reported to the Head teacher and/or Governors who will:
- Use the 'Report Abuse' button if appropriate and follow the social medias instructions
- Record in the school safeguarding or e-safety incident log
- Record the steps you took to resolve the incident
- Keep any evidence - printouts and screen shots as appropriate (do not resend)
- Consider involving the Chair of Governors and/or reporting the incident to the Governing body.

If the incident involves the Head teacher you must contact the school Chair of Governors.

If you feel unable to report an incident to your Head, you could talk to a member of Senior Leadership Team, contact the **Local Authority Designated Officer** or the **SWGfL Professional** Helpline 0844 3814771 helpline@saferinterent.org.uk

Parents/Carers as instigators
Follow appropriate steps below:

Contact the person and invite into school and discuss using some of the examples below:

- You have become aware of discussions taking place online ….
- You want to discuss this …
- You have an open door policy so disappointed they did not approach you first…

Request the offending material be removed.

If this does not solve the problem consider involving the Chair of Governors.

You may also wish to send a letter to the other parents involved.

Staff as instigators
Follow appropriate steps below:

Contact schools HR for initial advice and/or contact the Local Authority Designated Officer (LADO)

In all serious cases this is the first step.

If the case is not serious then contact the member of staff and request the offending material be removed immediately.

Refer to the signed Professional Code of Conduct and consider if this incident has an impact on the Contract of Employment of the member of staff.

Pupils as instigators:
Follow appropriate steps below:

- Identify the pupils involved,
- Ask pupil to remove offensive material. Refer to the appropriate school policy
- If the perpetrator refuses to remove the material and is under 13 contact the social media organisation (eg Facebook, Twitter etc) who will close the account
- Take appropriate actions in line with school policies/rules,
- Inform parents/carers if serious or persistent incident.

For serious incidents or further advice: inform your local Police Neighbourhood Team.
If the child is at risk talk to your school Child Protection Officer who may decide to contact the LADO.

Inappropriate incident flowchart

The safeguarding/e-safety coordinator and/or Head teacher should:

Record in the school safeguarding or e-safety incident log and keep any evidence

Incident could be:

- Using another persons user name and password,
- Accessing websites which are against school policy e.g. games,
- Using a mobile phone to take video during a lesson,
- Using the technology to upset or bully (in extreme cases could be illegal).

Did the incident involve a member of staff?
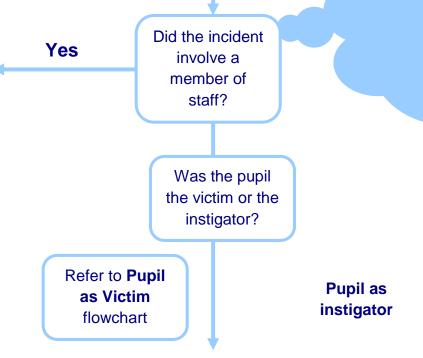
Yes

If member of staff has:

- Behaved in a way that has, or may have harmed a child,
- Possibly committed a criminal offence,
- Behaved towards a child in a way which indicates s/he is unsuitable to work with children.

Contact the Local Authority Designated Officer (LADO)

Review evidence and determine if the incident is accidental or deliberate.

Decide upon the appropriate course of action.

Follow school disciplinary procedures (if deliberate) and contact school Human Resources (HR) officer.

Was the pupil the victim or the instigator?

Refer to **Pupil as Victim** flowchart

Pupil as instigator

- Review incident and identify if other pupils were involved.
- Decide appropriate sanctions based on school rules/guidelines.
- Inform parents/carers if serious or persistent incident.
- In serious incidents consider informing the school **Child Protection Officer** as the child instigator could be at risk.
- Review school procedures/policies to develop best practice.

Flowchart relating to an illegal e-safety incident

Following an incident the e-safety coordinator and/or Head teacher will need to decide quickly if the incident involved any **illegal** activity.

If you are not sure if the incident has any illegal aspects immediately contact either the police or Local Authority adviser.

Illegal means something against the law such as:

- Downloading child sexual abuse images
- Passing onto others images or video containing child sexual abuse images
- Inciting racial or religious hatred
- Extreme cases of cyber bullying
- Promoting illegal acts

Was illegal material or activity found or suspected?

Yes → Inform Police and the ICT team

Follow the advice given by the Police otherwise:

- Confiscate any laptop or other device.
- If related to school network disable user account
- Save **ALL** evidence but **DO NOT** view or copy. Let the Police review the evidence.

If a pupil is involved inform the **Safeguarding for Schools Adviser**

If a member of staff is involved contact the **Local Authority Designated Officer (LADO)**

No → Refer to the **Inappropriate Incidents** flowchart