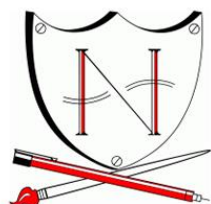


NORTHMEAD JUNIOR SCHOOL

Social Media Policy



a member of

Learning Partners
academy trust

Reviewed by:	Laura Ramsay	Date: Spring 2022
Last reviewed on:	Spring 2022	
Next review due by:	Spring 2023	

Introduction

Northmead Junior School recognises that access to social media platforms outside of school gives staff, parents and families greater opportunities to learn, engage and communicate. We are committed to keeping staff, parents, carers and families up-to-date with news, events and reasons to celebrate.

We encourage teachers, students, staff, and other school community members to use social networking/media (Twitter, Facebook, etc.) as a way to connect with others, share educational resources, create and curate educational content, and enhance the classroom experience. While social networking is fun and valuable, there are some risks you should keep in mind when using these tools. In the social media world, the lines are blurred between what is public or private, personal or professional.

We've created these **social networking/media guidelines** for you to follow when representing the school in the virtual world and to outline the guidelines and behaviours that users are expected to follow when using school social media platforms.

Although current students of the school will not be encouraged at any point to become active members of the social media communities (as age-restrictions apply to all platforms, and none recommend use below the age of 13 due to GDPR guidelines), we appreciate that past students may enjoy keeping in touch with staff and events after they graduate.

Students, parents and teachers are expected to follow the same rules for good behaviour and respectful conduct online as offline.

- Misuse of social media can result in disciplinary action.
- Northmead makes a reasonable effort to ensure students' safety and security online, but will not be held accountable for any harm or damages that result from misuse of social media technologies.

Please do the following:

Use good judgment

- We expect you to use good judgment in all situations.
- You must know and follow the school's Code of Conduct and Privacy Policy.
- Regardless of your privacy settings, assume that all of the information you have shared on your social network is public information.

Be respectful

- Always treat others in a respectful, positive and considerate manner.

Be responsible and ethical

- If you are approved to represent the school, unless you are specifically authorised to speak on behalf of the school as a spokesperson, you should state that the views expressed in your postings, etc. are your own. Stick with discussing school-related matters that are within your area of responsibility.
- Be open about your affiliation with the school and the role/position you hold.

Be a good listener

- Keep in mind that one of the biggest benefits of social media is that it gives others another way to talk to you, ask questions directly and to share feedback.
- Be responsive to others when conversing online. Provide answers, thank people for their comments, and ask for further feedback, etc.

Don't share the following:

Confidential information

- Do not publish, post or release information that is considered confidential or not public. If it seems confidential, it probably is. Online "conversations" are never private. Do not use your birth date, address, and mobile phone number on any public website.

Private and personal information

- To ensure your safety, be careful about the type and amount of personal information you provide. Avoid talking about personal schedules or situations.
- NEVER give out or transmit personal information of students, parents, or co-workers
- Don't take information you may receive through social networking (such as e-mail addresses, customer names or telephone numbers) and assume it's the most up-to-date or correct.
- Always respect the privacy of the school community members.

Please be cautious with respect to:

Images

- Respect brand, trademark, copyright information and/or images of the school (if applicable).
- You may use photos and video (products, etc.) that are available on the school's website.
- It is generally not acceptable to post pictures of students without the expressed written consent of their parents.
- Do not post pictures of others (co-workers, etc.) without their permission.

Other sites

- A significant part of the interaction on blogs, Twitter, Facebook and other social networks involves passing on interesting content or linking to helpful resources. However, the school is ultimately responsible for any content that is shared. Don't blindly repost a link without looking at the content first.
- Pay attention to the security warnings that pop up on your computer before clicking on unfamiliar links. They actually serve a purpose and protect you and the school.
- When using Twitter, Facebook and other tools, be sure to follow their printed terms and conditions.

And if you don't get it right...

- Be sure to correct any mistake you make immediately, and make it clear what you've done to fix it.

- Apologise for the mistake if the situation warrants it.
- If it's a MAJOR mistake (e.g., exposing private information or reporting confidential information), please let someone know immediately so the school can take the proper steps to help minimise the impact it may have. Please email any concerns to info@northmead.surrey.sch.uk

Netiquette

- Users should always use the internet, network resources, and online sites in a courteous and respectful manner.
- Users should also recognise that among the valuable content online is unverified, incorrect, or inappropriate content. Users should use trusted sources when conducting research via the internet.
- Users should also remember **not to post anything online that they wouldn't want parents, teachers, or future colleges or employers to see**. Once something is online, it's out there—and can sometimes be shared and spread in ways you never intended.
- Any posts made by members of the community which go against the school ethos may be removed and are subject to challenge by the Headteacher or police if needed.

Personal Safety

Allowing children to browse the school's social media pages is the sole responsibility of the parent/guardian of that child. If you see a message, comment, image, or anything else online that makes you concerned for your personal safety, bring it to the attention of an adult (teacher or staff if you're at school; parent if you're using the device at home) immediately.

- Users should never share personal information, including phone number, address, birthday, or financial information, over the internet without adult permission.
- Users should recognise that communicating over the Internet brings anonymity and associated risks, and should carefully safeguard the personal information of themselves and others.

Cyberbullying

Cyberbullying will not be tolerated. Harassing, denigrating, impersonating, outing, tricking, excluding, and cyberstalking are all examples of cyberbullying. Don't be mean. Don't send emails or post comments with the intent of scaring, hurting, or intimidating someone else. Engaging in these behaviours, or any online activities intended to harm (physically or emotionally) another person, will result in severe disciplinary action and loss of privileges. In some cases, cyberbullying can be a crime. Remember that your activities are monitored and retained by others.

Obtaining of Images/ Footage

A school device (mobile phone or camera) will be used for all filming and photos of children. This will be stored in an appropriate way, including being a password protected device or stored only in school (locked away when possible or kept in a secure place hidden from access of non-school staff). Photos and footage will be regularly removed and put onto our school system as happens with usual classroom photos, or stored on the password encrypted hard-drive which lives in the school safe. The passwords for all devices are known by the Head, Deputy and the social media lead. If the phone should be used for a trip etc. it will be the responsibility of the social media lead to ensure it is empty prior and post the trip. It is the responsibility of the member of staff taking the photos to ensure appropriate permissions are sought (which level permission as below). A copy of current children (first names only) has been given to each class teacher and kept in the back of the phone and it is the responsibility of the member of staff taking the photo to check any new children joining the school have permission. Any photos taken on the school mobile phone will be Level 3 permission and subject to use in any social media posts, school marketing etc. during the time the child is currently in

the school. All photos will be removed when children leave the school if not being kept for historical purposes.

Permission Form – Levels of Privacy – Explained

Once enrolled, parents will be provided with admissions forms. Within these forms is a selection to be made regarding online presence of photos of their child.

Level 1 – This level does not permit the school to take any photos of your child. No photos will be used on display boards, or in books. Pictures of their work may be used, as long as their full name is not present on the picture to be used. The child's likeness, photos or work will not be featured on any school social media platform, or website and full privacy will be adhered to by every member of staff.

Level 2 – This level allows the school to take, and use, photos of your child, in exercise books to show classroom work and on display boards around the school only. No photos of your child, or their work, will be shared on social media platforms.

Level 3 – This level allows the school to take, and use, photos of your child on the school website and across all social media platforms. Pictures of your child can also be used in exercise books to demonstrate classroom work and also on display boards around the school. Photos uploaded to any social media platform will only ever be accompanied with their first name, and sometimes their class. Agreeing to the above (level 2 and 3), signals that you have read and understood the guidelines laid out in this policy and agree to take responsibility for any unauthorised use of these photos once they are posted to any school social media platform.

Although all suitable, necessary steps have been taken in the way that the school's social media platforms have been set up to ensure the privacy of its members and users, it is impossible to entirely eradicate any possibility of the unauthorised use of the images posted there. The school will not take any responsibility for 3rd party use of these images, whether downloaded, doctored or shared beyond the intended platform by others without permission of the school.

Parents are welcome to change their decision regarding privacy level kept on record at any time that their child is enrolled with the school.

These guidelines are not intended to be an exhaustive list of responsibilities held by users of the school's social media platforms. Users should use their own good judgment when using social media.

Limitation of Liability

Northmead will not be responsible for damage or harm to persons, files, data, or hardware.

Violations of this Acceptable Use Policy

Violations of this policy may have disciplinary repercussions. Violations that may be against the law, will be passed to the police without notice.