

HAVERSHAM VILLAGE SCHOOL

SOCIAL MEDIA POLICY

Introduction

The aim of the social media policy is to protect staff, students and parents from the many issues that can arise from posting on social media sites. It gives clarity to the way in which social media sites are to be used by the Haversham Village School community. Staff may be vulnerable from malicious or defamatory comments. Parents may potentially put their child or others within the school at risk by sharing photos, videos or other information that could make the children identifiable to others. Pupils face the risk of becoming involved in cyber bullying, as well as making themselves vulnerable to crimes such as grooming and abduction if they share too much personal information on social media.

The use of social media sites by pupils whilst at school

Pupils should not access social networking sites whilst at school. Pupils and parents will be reminded that the use of some social media sites is inappropriate for primary-aged pupils.

The use of social media sites by employees in a personal capacity

It is understood that the majority of staff will have their own social networking accounts. It is important that they protect their professional reputation, and that of the school, by ensuring that they use their personal sites in an appropriate manner.

Staff will be advised:

- To familiarise themselves with social network sites' privacy settings in order to ensure that information is not automatically shared with a wider audience than intended. It is recommended that, as a minimum, all privacy settings are set to, "friends only."
- To conduct or portray themselves in a manner which **will not** -
 - Bring the school into disrepute
 - Lead to valid parental complaints

- Be deemed as derogatory towards the school and/or its employees
- Be deemed as derogatory towards pupils, parents/carers or governors
- Bring into question their appropriateness to work with children
- Contravene current National Teacher Standards
- To not form online friendships or enter into online communication with current parents/carers.
- To not form online friendships or enter into online communication with pupils.

Creation of social media accounts by school staff for use in education

All social media services must be approved by the headteacher in advance of any educational work being undertaken.

Material posted by parents/carers on social media sites

- Parents/carers are asked not to post images (photos and videos) of pupils other than their own children on social media sites, unless they have the permission of the parents/carers of other children pictured.
- Parents/carers are asked to raise queries, concerns or complaints directly with the school, rather than posting them on social media sites.
- Parents/carers should not post malicious or fictitious comments on social media sites about any member of the school community.

Social media policy reviewed and rewritten by: Hollie McEvoy - March 2017

To be reviewed: March 2018