

Christ Church CE School

Social Media Policy



Autumn 2016

Christ Church
CE Primary School
Regents Park
NW1 4BD

Christ Church C of E Primary School
Social Media Policy

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Mission Statement

The Christian Faith is at the heart of our school community. At Christ Church we care for each other and learn together.

Christ Church is a small, caring school which is committed to a broad, balanced curriculum and to a continual raising of standards. We aim to contribute to the spiritual, moral, cultural, mental and physical needs of every individual.

We are a Church of England school, with a strong commitment to the teaching of Christianity whilst supporting a multi-faith approach to the curriculum. We recognise, value and celebrate the rich cultural diversity that exists in our school.

The Christian ethos of the school is reflected in our positive, disciplined and calm atmosphere. We believe that effective learning takes place when children work in a purposeful and stimulating environment that supports a wide range of learning styles. Mutual respect between adults and children promotes excellent behaviour and well developed social skills. With this approach we seek to achieve high academic standards.

We aim to cater for each individual, taking particular account of any specific needs or abilities. We endeavour to ensure that all our children fulfil their potential and, within this context, we emphasise health and safety, enjoyment and achievement and the beginnings of responsibility for themselves and others. These skills will be carried forward to the next phase of education and throughout life.

The whole school community is committed to a collective responsibility for the implementation of the values inherent in this statement.

Our School Aims - Every Child Matters

The Ethos of the School

The school aims to provide a positive, disciplined, purposeful environment, within a Christian context. We aim to teach children to be caring, to exhibit good behaviour and appropriate social skills and to begin to take responsibility for themselves and others.

The Values of the School

The School aims to value every child and to contribute to the Spiritual, Moral, Cultural, Mental and Physical well being of our whole school community. We value the diversity of our community and we aim to promote the health and safety of everyone.

The Standards of the School

The School aims to teach a balanced Curriculum and to ensure that each child fulfils his or her potential. We aim to provide teaching and learning of a high standard. We believe that this is achieved when pupils are highly motivated, enjoy coming to school, and are appropriately challenged.

Date of policy: Autumn 2016

Review date: Autumn 2018

Introduction

Just as the internet has changed the way we buy music, arrange holidays, and research school projects, it has also affected how we interact socially. Through the use of social media, people can exchange photos and videos, share news stories, post their thoughts on blogs, and participate in online discussions. Social media also allows individuals, companies and organisations to interact with large numbers of people. In conjunction with the increase in online activity, there are concerns about the ways in which the personal information that is shared by social media users may be collected and analysed.

What is Social Media?

Social networking applications include, but are not limited to: Blogs, Online discussion forums, Collaborative spaces, Media sharing services, 'Microblogging' applications, and online gaming environments. Examples include Twitter, Facebook, Windows Live Messenger, YouTube, Flickr, Xbox Live, Blogger, Tumblr, Last.fm, and comment streams on public websites such as newspaper sites. Many of the principles of this policy also apply to other types of online presence such as virtual worlds.

Rationale and Equal Opportunities

Why have a Social Media policy?

The widespread availability and use of social media applications bring opportunities to understand, engage, and communicate in new and exciting ways. It is important that we are able to use these technologies and services effectively and flexibly. However,

it is also important to ensure that we balance this with our duties and responsibilities to our school, the community, our legal responsibilities and our reputation. For example, our use of social networking applications has implications for our duty to safeguard children, young people and vulnerable adults.

Aims and Objectives for the Promotion of a Social Media Policy

The policy requirements in this document aim to provide this balance to support innovation whilst providing a framework of good practice, privacy and safety. They apply to all members of staff at the school.

The purpose of the policy is to:

- Safeguard all children.
- Ensure that the reputation of the school, its staff and governors is protected.
- Ensure that any users are able clearly to distinguish where information provided via social media is legitimately representative of the school.
- Protect the school from legal risks.

The use of Social Media to communicate with parents

Christ Church recognises the potential of social media to communicate with parents in a quick and efficient manner. As such, we have created a school Facebook account.

This is used to:

- Communicate messages and reminders about school events (e.g. discos, parents' evening, trips)
- Share successes and achievements within school (e.g. weekly learning stars, awards)
- Appeal for help from parents (e.g. if parents are needed to accompany a trip, if any parents have a particular skillset which can be utilised in school)

We hope that parents and carers recognise the benefits of Facebook as a communication tool and as a way of recognising, celebrating and promoting the work of the school and our students. As such, we expect parents and carers to approach the page in a similarly positive, respectful and constructive manner.

If any parents or carers have concerns relating to their child or the school, we insist that they follow standard school procedures when raising these (e.g. speaking to the

class teacher or member of the SLT). Facebook is not the forum in which to raise concerns or negative viewpoints and the school reserves the right to remove any comments which it deems offensive or inappropriate.

In order to safeguard the children in our care, the following measures will apply to the school's Facebook account:

- Children will only be referred to by their first names - surnames or any other identifying features will not be used
- Only members of the SLT and leader of PiP (Parents in Partnership) will have access to the password for the account. This will be changed regularly.
- The school has currently decided not to post pictures or videos of children. This policy will be reviewed in future, after consultation with parents.

The use of Social Media in Teaching and Learning

There are many legitimate uses of social media within the curriculum to support pupil's learning. For example, the school may create a Twitter account or courses that require the use of blogs for assessment. There are also many possibilities for using social media to enhance and develop pupils' learning.

When using social media for Teaching and Learning, the following practices must be observed:

- If staff should set up a distinct and dedicated social media site or account for educational purposes then this should be entirely separate from any personal social media accounts held by that member of staff, and should be linked to an official school email account.
- The URL and identity of the site should be notified to the Head teacher or member of the Senior Leadership team before access is permitted for students.
- The content of any school-sanctioned social media site should be solely professional and should reflect well on the school.
- Staff must not publish photographs of children without the written consent of parents/carers.
- Staff must not identify by name any children featured in photographs, or allow personally identifying information to be published on school social media accounts.
- Care must be taken that any links to external sites from the school account are appropriate and safe. These must be approved by a member of SLT.
- Any inappropriate comments on or abuse of school-sanctioned social media should immediately be removed and reported to the Head teacher or member of SLT. Further action may be taken e.g. reporting to the appropriate bodies such as the police or Child Protection Officer.

- Staff should not engage with any direct messaging of students through social media where the message is not public.
- Pupils should be taught about E-Safety and how to use social media safely.

All members of staff should bear in mind that information they share through social networking applications, even if they are on private spaces, are still subject to copyright, data protection and Freedom of Information legislation, the Safeguarding Vulnerable Groups Act 2006 and other legislation. They must also operate in line with the school's Staff Handbook, ICT and E-Safety Policies.

Staff guidelines on the personal use of Social Media

- Staff should not accept any current pupil of any age or any ex-pupil of the school under the age of 18 as a friend, follower, subscriber or similar on any personal social media account, nor engage in any communication with children via social media whilst in employment at Christ Church Primary School, NW1.
- Any communication received from children on any personal social media sites must be reported to the designated person for Child Protection (currently the Head teacher).
- If any member of staff is aware of any inappropriate communications involving any child in any social media, these must immediately be reported as above.
- **Teachers** will not invite, accept or engage in communications with parents from the school community in any personal social media
- Members of the school staff are strongly advised to set all privacy settings to the highest possible levels on all personal social media accounts.
- All email communication between staff and members of the school community on school business must be made from an official school email account.
- Staff should not use personal email accounts or mobile phones to make contact with members of the school community on school business, nor should any such contact be accepted, except in circumstances given prior approval by the Head teacher e.g. texting in sick or to maintain contact on a trip.
- Staff are advised to avoid posts or comments that refer to specific, individual matters related to the school and members of its community on any social media accounts.
- Staff must never refer to individual children, by name or otherwise, on personal social networking sites.
- Staff are also advised to consider the reputation of the school in any posts or comments related to the school on any social media accounts.

Responsibilities

Social Media is the responsibility of the ICT co-ordinator and the Senior Leadership Team. All staff and adults within the school are responsible for passing on incidents of concern to the Head Teacher.

Monitoring and Reviewing

The effectiveness of this policy will be continually considered by the ICT co-ordinator and Senior Leadership team in light of any incidents of concern. It will be reviewed at least every two years, or as necessary, taking new technologies into account.