



"Inspiring a love of lifelong learning"

Social Media Policy

Policy date: June 2019

Review date: June 2020

Learning at Charville is underpinned by our Core Values

Respect

Independence

Self-belief

Honesty

Caring

Determination

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1. Statement of intent

- 1.1. Charville Academy understands that social media is part of life outside of school. We have a responsibility to safeguard our pupils against potential dangers when accessing the internet at school, and to educate our pupils about how to protect themselves online when outside of school. E Safety is an intrinsic part of our Computing and wider Curriculum.

 - 1.2. We are committed to:
 - Promoting the responsible use of social media in support of the Charville's mission, values and objectives.
 - Protecting our pupils from the dangers of social media.
 - Preventing and avoiding damage to the reputation of the school through irresponsible use of social media.
 - Protecting our staff from cyber bullying and potentially career damaging behaviour in line with our code of conduct.
 - Arranging E-safety meetings for parents.
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2. Key roles and responsibilities

- 2.1. The Governing Body has overall responsibility for the implementation of the Social Media Policy and procedures of Charville Academy.
- 2.2. The Governing Body has responsibility for ensuring that the Social Media Policy, as written, does not discriminate on any grounds, including but not limited to: ethnicity / national origin, culture, religion, gender, disability or sexual orientation.
- 2.3. The Governing Body has responsibility for handling the process of complaints regarding this policy and any escalation.
- 2.4. The Headteacher will be responsible for the day-to-day implementation and management of the Social Media Policy and procedures of Charville Academy.
- 2.5. Staff, including teachers, support staff, student teachers and volunteers, will be responsible for following the Social Media Policy and for ensuring pupils do so also. They will also be responsible for ensuring the policy is implemented fairly and consistently in the classroom.
- 2.6. Parents and carers will be expected to take responsibility for the social media

habits of their child / children at home.

2.7. Parents and carers will be expected to promote safe social media behaviour.

3. The school's E-safety team and network manager

3.1. The school's E-safety team consists of:

- Every teacher.
- Computing Lead Teacher.
- Headteacher.

3.2. The school's network is managed by Turn It On Services.

4. Definitions

4.1. Charville Academy defines "social media" as any online platform that offers real-time interaction between the user and other individuals or groups including but not limited to:

- Blogs.
- Online discussion forums, such as netmums.com.
- Collaborative spaces, such as Facebook.
- Media sharing services, such as YouTube.
- 'Micro-blogging' applications, such as Twitter.

4.2. Charville Academy defines "cyber bullying" as any use of social media or communication technology to bully an individual or group.

4.3. Charville Academy defines "members of the school community" as any teacher, member of support staff, student teachers, pupil, parent / carer of pupil, governor or ex-pupil.

5. Training of staff

5.1. At Charville Academy, we recognise that early intervention can protect pupils who may be at risk of cyber bullying or negative social media behaviour. As such, staff will receive ongoing training in identifying potentially at-risk pupils.

5.2. Staff will receive training on the Social Media Policy as part of their new starter induction.

6. Pupil expectations

- 6.1. Pupils are expected to follow the rules within this policy and listen to their teacher when using social media in their learning.
- 6.2. Pupils are requested to follow the values of the school when using social media outside of school and should use any age appropriate social media responsibly.

7. Social media use – staff

Charville currently has a school Facebook Page, Instagram account and a Twitter account.

- 7.1. Any school social media passwords should be kept securely. The passwords must never be shared without permission from the head teacher.
- 7.2. Staff posting on social media must do so responsibly and in line with the school values.
- 7.3. Class Teachers are required to use Class Dojo in their role.
Responsibilities include:
 - 7.3.1. Creating and posting a weekly summary of class learning that is shared to parents.
 - 7.3.2. Regularly checking Class Dojo in case parents message them through it.
 - 7.3.3. Teachers are free to message and talk to parents through Class Dojo but a phone call is still the primary method of contact.
- 7.4. Staff must take reasonable care to ensure that photos posted to social media contain only children whom permission has been obtained.
- 7.5. Teachers may not access social media during lesson time, unless it is part of an E Safety lesson.
- 7.6. The use of smart phone technology is not to be used during the lesson time unless it is part of the learning intention.
- 7.7. Teachers may use social media on their own devices during their break times in private and away from the pupils.

- 7.8. Members of staff should not use social media in front of pupils.
- 7.9. Members of staff **must not** “friend” or otherwise contact pupils or parents / carers through social media if their only contact with these parents is as a result of their position within the school
- 7.10. Staff must not accept “friend” requests if the relationship is purely staff/parent, and there is no previous or alternative relationship.
- 7.11. Staff should ensure that they have the highest privacy settings on any social media sites which they use.
- 7.12. Members of staff **must not** post content online which is damaging to the school or any of its staff or pupils.
- 7.13. Where staff use social media in a personal capacity, they should make it clear that their views are personal.
- 7.14. Staff must not post any information which could identify a pupil or class on any social media platform not owned by the school.
- 7.15. Staff should not post anonymously or under an alias to evade the guidance given in this policy.
- 7.16. Breaches of this policy by members of staff will be taken seriously, and in the event of illegal, defamatory or discriminatory content could lead to prosecution, disciplinary action (which could result in dismissal) in accordance with the relevant policies
- 7.17. Members of staff should be aware that if their out-of-work activity brings the school into disrepute, disciplinary action will be taken in accordance with the relevant policies.
- 7.18. If inappropriate content is inadvertently accessed online, an inappropriate website content report form should be completed and passed on to the Headteacher.
- 7.19. Attempts to bully, coerce or manipulate members of the school community by teachers and members of staff will be dealt with as a disciplinary matter.

8. Social Media Use – pupils and parents / carers

- 8.1. Pupils may not access social media during lesson time, unless it is part of a curriculum activity.
- 8.2. Breaches of this policy by pupils will be taken seriously, and in the event of illegal, defamatory or discriminatory content could lead to prosecution

(where applicable), or exclusion.

- 8.3. Pupils and parents / carers **must not** attempt to “friend” or otherwise contact members of staff through social media. If attempts to contact members of staff through social media are made, the Headteacher must be made aware of this request.
- 8.4. Staff will not accept “friend” requests if the relationship is purely staff/parent, and there is no previous or alternative relationship.
- 8.5. If members of staff attempt to “friend” or otherwise contact pupils or parents / carers through social media, they should be reported to the Headteacher.
- 8.6. Pupils and parents / carers should not post anonymously or under an alias to evade the guidance given in this policy.
- 8.7. Pupils and parents / carers are asked to not post content online which could be damaging to the school or any of its staff or pupils.
- 8.8. Charville Academy does not support pupils signing up to social media sites that have an age restriction above the pupil’s age.
- 8.9. If inappropriate content is accessed online on school premises, it **must** be reported to a teacher.
- 8.10. Parents / carers must not post pictures of other pupils on social media sites.
- 8.11. It is not permitted to transmit electronically any child’s image without their parents’ express permission.

9. Blocked content

- 9.1. Turn It on and Exa Networks are responsible for maintaining the highest security through vigorous firewall protections whilst connected to the school’s network.
- 9.2. Attempts to circumvent the network’s firewalls will result in a ban from using school computing equipment, other than with close supervision.
- 9.3. Inappropriate content which is accessed on the school computers should be reported to class teacher immediately, and then to the Computing Lead Teacher so that the site can be blocked.
- 9.4. Requests may be made to access erroneously blocked content by submitting an email to the Computing Lead Teacher or submitting a ticket to Turn It On through the TIO Support Panel.
- 9.5. The final decision of whether access should be granted to a site will be made by

the Headteacher.

10. Cyber bullying

- 10.1. At Charville Academy, cyber bullying is taken seriously.
- 10.2. Incidents of cyber bullying will be dealt with and reported along the same chain as the behaviour policy.
- 10.3. As part of our on-going commitment to the prevention of cyber bullying, regular education and discussion about E-safety will take place as part of computing and PSHE.

11. Be SMART Online

We encourage pupils to take a SMART approach to social media behaviour:

- **Safe** – Do not give out personal information, or post photos of yourself to people you talk to online. Follow age restriction rules.
- **Meeting** – Do not meet somebody you have only met online. We encourage parents / carers to speak regularly to their children about who they are talking to online.
- **Accepting** – We advise that pupils only accept emails and other forms of communication from people they already know.
- **Reliable** – We teach pupils about the dangers of believing everything they see online.
- **Tell** – We encourage pupils to tell a teacher, parent or carer if they see anything online that makes them feel uncomfortable.

Policy written by: Joshua Maguire

Date approved by governors: