SOCIAL MEDIA POLICY

2022 - 2023

Management and Update of the Policy

Last Reviewed/Revised	Date	Next Review Date	Designated Safeguarding Lead	Deputy Designated Safeguarding Leads	Safeguarding Governor
September 2021 (Revision)	September 2022	September 2023	Mr Matthew Walters	Mrs Lisa Maskell	Mrs Angela McHenry
MANAGEMENT AND UPDATE OF THE POLICY					

Responsibility for the monitoring of this policy: Dawley Brook Primary School Governing Board

This Policy has been written using the 'policy template' provided by SWGfL. Guidance within the DSPP Use of Images Guidance (v.12) and DMBC Social Media Policy (2018) have been incorporated into this Social Media Policy.

Our Social Media Policy is a living document and will be updated in response to changes in legislation or DSPPB operating procedures
(This will occur at least once on an annual basis)

All staff and stakeholders may contribute to the development of our policies and procedures.

Our policy will be published on our website and paper copies are available upon request.

Contents

Policy Aims

Social media (e.g. Facebook, Twitter, Instagram) is a broad term for any kind of online platform which enables people to directly interact with each other.

Dawley Brook Primary School recognises the numerous benefits and opportunities that a social media presence offers. Staff, parents/carers and students are actively encouraged to find creative ways to use social media. However, there are some risks associated with social media use, especially around the issues of safeguarding, bullying and personal reputation.

This policy aims to encourage the safe use of social media by Dawley Brook Primary School, its staff, parents, carers and pupils.

Data Protection

When implementing this Social Media Policy, Dawley Brook Primary School has taken into consideration the lawful basis for processing personal data as outlined in Article 6 1 (a) to (f) and the principles underpinning data protection law as outlined in Article 5 1 (a) to (f) outline of the Data Protection Act 2018 .

For all new processing requirements, where the processing of personal data is being undertaken, you should complete a Data Protection Impact Assessment and submit this to your Data Protection Officer for consideration in advance of the processing being undertaken.

Scope

This policy is subject to Dawley Brook Primary School's codes of conduct and acceptable use agreements.

This policy:

- Applies to all staff and to all online communications which directly or indirectly, represent Dawley Brook Primary School;
- Applies to such online communications posted at any time and from anywhere;
- Encourages the safe and responsible use of social media through training and education;
- Defines the monitoring of public social media activity pertaining to Dawley Brook Primary School.

Dawley Brook Primary School respects privacy and understands that staff and students may use social media forums in their private lives. However, personal communications likely to have a negative impact on professional standards and/or the school's reputation are within the scope of this policy.

1. Professional communications are those made through official channels, posted on a school account or using the school's name. All professional communications are within the scope of this policy.

2. Personal communications are those made via personal social media accounts. In all cases, where a personal account is used which associates itself with, or impacts on, the school, it must be made clear that the member of staff is not communicating on behalf of the school with an appropriate disclaimer. Such personal communications are within the scope of this policy. Personal communications which do not refer to or impact upon the school are outside the scope of this policy.

Safeguarding

The use of social networking sites introduces a range of potential safeguarding risks to children and young people.

Potential risks can include, but are not limited to:

- online bullying;
- grooming, exploitation or stalking;
- exposure to inappropriate material or hateful language;
- encouraging violent behaviour, self-harm or risk taking;
- radicalisation.

In order to mitigate these risks, there are steps staff members can take to promote safety on line:

- They should not use any information in an attempt to locate or meet a child;
- Ensure that any messages, photos or information comply with existing policies.

Reporting safeguarding concerns

- Any content or online activity which raises a safeguarding concern must be reported to the Designated Safeguarding Lead;
- Any online concerns should be reported as soon as identified as urgent steps may need to be taken to support the child;
- With regard to personal safeguarding, staff members should report any harassment or abuse they receive online while using their work accounts to the Headteacher.

1. Professional communications: Digital communications with stakeholders via an official school social media account

Authorised members of staff may use social media to share information, via a school social media account for information, celebration and teaching and learning purposes.

Consideration is always given to the appropriateness of this means of communication or the teaching and learning activity, before the SLT give permission for any school account to be created.

Organisational control

Roles & Responsibilities: The Senior Leadership Team will:

- Facilitate training and guidance on Social Media use;
- Develop and implement the Social Media policy, including regular reviews of the policy content and purpose of the school/academy social media sites;
- Take a lead role in investigating any reported incidents;
- Make an initial assessment when an incident is reported and involve appropriate staff and external agencies as required;
- Receive completed applications for official school/academy social media accounts;
- Approve account creation, giving due consideration to the purpose/audience and associated account settings/response and forwarding functionality.

Roles & Responsibilities: Administrator/Moderator will

- Create the account following SLT approval with agreed account settings;
- Name the account using an agreed convention eg. department/activity or subject name as opposed to a member of staff's name;
- Store account details, including passwords securely;
- Be involved in monitoring and contributing to the account;
- Control the process for managing and hand over of an account, after the lead staff member/s have left the organisation (closing or transferring the account/s).

Roles & Responsibilities: Staff will

- Know the contents of and ensure that any use of social media, is by an authorised staff member and is carried out in line with this and other relevant policies;
- Attend appropriate training including regular updates;
- Regularly monitor, update and manage content they have posted via school accounts.

Process for creating new school social media accounts

The Senior Leadership Team will always consider if a social media account will have a positive impact upon the school stakeholders and the wider community. Any member of staff wishing to create such an account must present a business case to the Senior Leadership Team, which covers the following points:-

1. The aim of the account
2. The intended audience
3. How the account will be promoted
4. Identifying who will administer the account (at least two staff members should be named)
5. Specify if the account will be open or private/closed and the reason for the 'suggested' privacy setting

Following consideration by the Senior Leadership Team, an application will be approved or rejected.

The Senior Leadership Team will ensure that anyone running/administering a social media account on behalf of the school, has read and understood this policy and received appropriate training. This also applies to anyone who is not directly employed by the school, including volunteers or parents.

Behaviour

Dawley Brook Primary School requires that all users using social media adhere to the standard of behaviour as set out in this policy and other relevant policies e.g Staff Code of Conduct, Staff Acceptable Use Agreements etc.

Digital communications by staff must be professional and respectful at all times and in accordance with this policy. Staff will not use social media to infringe on the rights and privacy of others or make ill-considered comments or judgments about other staff or members of the school community. Dawley Brook Primary School's social media accounts must not be used for personal gain. Staff must ensure that confidentiality is maintained on social media, even after they leave the employment of the school.

Users must declare who they are in social media posts or accounts. Anonymous posts are not permitted in relation to school activity. If the account has a generic name, a list of staff who are permitted to post to this application is available in school, thus establishing an audit trail and being transparent.

If a journalist makes contact about posts made using social media, staff must follow the school media policy before responding.

Unacceptable conduct, (e.g. defamatory, discriminatory, offensive, harassing content or a breach of data protection, confidentiality, copyright) will be considered extremely seriously by the school and will be reported as soon as possible to a relevant senior member of staff, and escalated where appropriate.

The use of social media by staff while at work may be monitored, in line with the school's acceptable use agreements and other relevant policies.

Dawley Brook Primary School will take appropriate action in the event of breaches of the social media policy. Where conduct is found to be unacceptable, the school will deal with the matter internally. Where conduct is considered illegal, the school will report the matter to the police and other relevant external agencies, and may take action according to the disciplinary policy.

Monitoring

School accounts are monitored regularly and frequently.

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.

You may want to specify the frequency of this monitoring and adapt this statement to reflect your practice.

Use of images and video

Dawley Brook Primary School takes great care when posting images and videos of people, especially students and vulnerable adults. Permission to use any photos or video recordings is sought in line with DSPP's (Dudley Safeguarding People Partnership), use of images permission guidance and associated consent forms.

Under no circumstances will staff share or upload student pictures online, other than via school owned social media accounts.

Personal details of students and vulnerable adults, which could make them identifiable/targeted (including name and address) are not posted.

After the images are posted, we monitor any comments and activity to limit, as far as possible, any potential for misuse or abuse.

Where images are used on social media platforms, Dawley Brook Primary School considers the following good practice in order to minimise the risk of unsolicited attention:

- Consideration is given to the motive of the person viewing the post;
- Consideration is given to the camera angle: images taken over the shoulder or from behind are less identifiable;
- Using group shots not individual shots;
- Keeping information to an absolute minimum in order to minimise the risk of grooming and other safeguarding risks;
- Consideration to the clothing of the students in images eg avoid swimming costume shots and review sporting activity clothing;
- Social media account settings needing an administrator to approve followers or posts;
- Ensure these considerations reflect the practice of all staff.

Legal considerations

Users of Dawley Brook Primary School's official social media accounts, should consider the copyright of the content they are sharing and, where necessary, should seek permission from the copyright holder before sharing.

Users of Dawley Brook Primary School's official social media accounts, must ensure that their use of social media does not infringe upon relevant data protection laws, or breach confidentiality.

Handling abuse

When acting on behalf of the school, we handle offensive comments swiftly and with sensitivity.

If a conversation turns and becomes offensive or unacceptable, authorised school users will block, report or delete other users or their comments/posts; we will inform the audience exactly why the action was taken.

If a known individual or someone else is subject to abuse by colleagues through their use of a social networking site, then this action will be reported using the agreed school protocols.

Tone

The tone of content published on social media will be appropriate to the audience, whilst retaining appropriate levels of professional standards. Key consideration is given to content that is:

- Engaging
- Conversational
- Informative

Best Practice: Managing School Social Media Accounts

Staff members will consider the following advice on managing school social media accounts:

- Check with a senior leader before publishing content that may have controversial implications for the Dawley Brook Primary School. If in doubt, check;
- Use a disclaimer when expressing personal views;
- Make it clear who is posting content;
- Use an appropriate and professional tone;
- Be respectful to all parties;
- Ensure you have permission to 'share' other peoples' materials and acknowledge the author;
- Think before responding to comments and, when in doubt, get a second opinion;
- Seek advice and report any mistakes using the school's reporting process;
- Consider turning off tagging people in images where possible.

Risky Practice:

- Don't make comments, post content or link to materials that will bring Dawley Brook Primary School into disrepute;
- Don't publish confidential or commercially sensitive material;
- Don't breach copyright, data protection or other relevant legislation;
- Consider the appropriateness of content for any audience member of school accounts, and don't link to, embed or add potentially inappropriate content;
- Don't post derogatory, defamatory, offensive, harassing or discriminatory content.

2. Personal communications: Digital communications for personal use on personal social media accounts

Considerations for Staff:

- Personal communications are those made via personal social media accounts. In all cases, where a personal account is used which associates itself with Dawley Brook Primary School or impacts on the school, it must be made clear that the member of staff is not communicating on behalf of Dawley Brook Primary School with an appropriate disclaimer. Such personal communications are within the scope of this policy.

- Personal communications which do not refer to or impact upon the school are outside the scope of this policy.

- Dawley Brook Primary School permits reasonable and appropriate access to private social media sites. However, where excessive use is suspected, and considered to be interfering with relevant duties, disciplinary action may be taken.

Staff members will consider the following advice on managing their **personal** use of Social Media on their **personal** accounts:

- "Nothing" on social media is truly private

- Social media can blur the lines between your professional and private life. Don't use the school/academy logo and/or branding on personal accounts

- Check your settings regularly and test your privacy

- Keep an eye on your digital footprint

- Keep your personal information private

- Regularly review your connections – keep them to those you want to be connected to

- When posting online consider; Scale, Audience and Permanency of what you post

- If you want to criticise, do it politely.

- Take control of your images – do you want to be tagged in an image? What would students or parents say about you if they could see your images?

- Know how to report a problem

Students:

- Staff are not permitted to follow or engage with current or prior students of the school on any personal social media network account.

- The school's education programme encourages students to be safe and responsible users of social media.

- Students are encouraged to comment or post appropriately about the school. Any offensive or inappropriate comments will be resolved by the use of the school's behaviour policy.

Considerations for Parents/Carers:

- If parents/carers have access to a school learning platform where posting or commenting is enabled, parents/carers will be informed about acceptable use.

- The school has an active parent/carer education programme which supports the safe and positive use of social media. This includes information on the website.

- Parents/Carers are encouraged to comment or post appropriately about the school. In the event of any offensive or inappropriate comments being made, the school will ask the parent/carer to remove the post and invite them to discuss the issues in person. If necessary, parents will be refered to the school's complaints procedures.

Monitoring posts about the school

As part of active social media engagement, Dawley Brook Primary School pro-actively monitors the Internet for public postings about the school.

The school will effectively respond to social media comments made by others accordingly.

Reporting, responding and recording cyberbullying incidents

Staff should never engage with cyberbullying incidents relating to themselves.

If in the course of employment with Dawley Brook Primary School, a staff member discovers a website containing inaccurate, inappropriate or inflammatory written material relating to them, or images of them which have been taken and/or which are being used without their permission, they should immediately report this to a member of the Senior Leadership Team.

Staff should keep any records of the abuse such as text, emails, voicemail, website or social media. If appropriate, screen prints of messages or web pages could be taken and the time, date and address of site should be recorded.