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1. Statement of intent

St. John's understands that social media is a growing part of life outside of school and we welcome responsible participation by members of the school community. 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.

We are committed to:

- Encouraging the responsible use of social media in support of the school'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.
- Informing parents/carers of the importance of e-safety.

2. Key roles and responsibilities

- 1.1. Staff, including teachers, support staff, governors 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.
- 1.2. Parents and carers will be expected to take responsibility for the social media habits of their child/children at home.
- 1.3. Parents and carers will be expected to promote and model safe, responsible and respectful social media behaviour.

3. Definitions

- a. St. John's Primary School 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
 - Group conversations such as Whats App.
- b. St. John's defines "cyber bullying" as any use of social media or communication technology to bully an individual or group.
- c. St. John's defines "members of the school community" as any teacher, member of support staff, pupil, parent/carer of pupil, governor or ex-pupil.

4. Training of staff

- a. We recognise that early intervention can protect pupils who may be at risk of cyber bullying or negative social media behaviour. As such, teachers will receive training in identifying potentially at-risk pupils.
- b. Teachers and support staff will receive information and training on the Social Media Policy as part of their new starter induction. Review of the Social Media Policy will take place with all members of staff at the beginning of each new school year (along with signing of the Staff Acceptable Use Agreement).

5. Social media use - staff, governors and volunteers

- a. School social media passwords are kept securely in the office. The passwords must never be shared.
- b. Teachers may not access social media during lesson time, unless it is part of a curriculum activity.
- c. The use of smart phone technology is outlined in our Mobile Devices Policy and staff should not use personal mobile phones or other devices or social media when children are present.
- d. Members of staff **must not** "friend" or otherwise contact pupils through social media and should not 'friend' parents/carers whom they have met through professional links.
- e. If pupils or parents/carers attempt to "friend" or otherwise contact members of staff through social media, they should be reported to the headteacher.
- f. Members of staff should avoid identifying themselves as an employee of St. John's Primary School on social media.
- g. Members of staff **must not** post content online which is damaging or upsetting to the school or any of its staff or pupils.
- h. Where members of staff use social media in a personal capacity, they should make it clear that their views are personal and not make any reference to the school.
- i. Members of staff must not post any information which could identify a pupil, class or the school.

- j. Members of staff should not post anonymously or under an alias to evade the guidance given in this policy.
- k. 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 or dismissal.
- l. Members of staff should be aware that if their out-of-work activity brings the school into disrepute, disciplinary action will be taken.
- m. Members of staff should regularly check their online presence for negative content via search engines.
- n. Attempts to bully, coerce or manipulate members of the school community, via social media, by teachers and members of staff will be dealt with as a disciplinary matter.
- o. Members of staff should not leave a computer or other device logged in when away from their desk, or save passwords.
- p. Staff members should use their school email address for school business and personal email address for their private correspondence; the two should not be mixed.

6. Social media use – pupils

- a. Pupils may not access social media during lesson time, unless it is part of a curriculum activity.
- b. Breaches of this policy by pupils will be taken seriously, and in the event of illegal, defamatory or discriminatory content could lead to prosecution, or exclusion.
- c. Pupils **should 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, they will be reported to the headteacher.
- d. Pupils should not post anonymously or under an alias to evade the guidance given in this policy.
- e. Pupils **should not** post content online which is damaging to the school or any of its staff or pupils.
- f. Pupils are advised that they should not sign up to social media sites that have an age restriction above the pupil’s age.
- g. If inappropriate content is accessed online on school premises, it **must** be reported to a teacher.

7. Social media use – parents/carers

- a. The school has an expectation that all parents will model appropriate use of social media and that any concerns are made through the appropriate channels and in accordance with school policy - by speaking to the class teacher, the Head Teacher or the Chair of Governors, so they can be dealt with fairly, appropriately and effectively for all concerned. The appropriate use of social media network sites/apps document forms part of the Home School Agreement which parents/carers sign when their children join the school and forms Appendix 3 of this policy.

8. Blocked content

- a. Social media categorised websites are blocked by the network's firewalls (with the exception of YouTube):
- b. Attempts to circumvent the network's firewalls will result in a ban from using school computing equipment, other than with close supervision.
- c. Inappropriate content which is accessed on the school computers should be reported to the Deputy Head/ Office Manager so that the site can be blocked.
- d. Requests may be made to access erroneously blocked content by sending an email to Open Air.
- e. The final decision on whether access should be granted to a site will be made by the headteacher.

9. Cyber bullying

At St. John's , cyber bullying is taken seriously and any incidents of cyber bullying will be dealt with and reported along the same chain as the Anti-Bullying Policy.

- a. Staff members should never respond or retaliate to cyberbullying incidents. Incidents should instead be reported as inappropriate, and support sought from their line manager or senior staff member.
- b. Evidence from the incident should be saved, including screen prints of messages or web pages, and the time and date of the incident.
- c. Where the perpetrator is a current pupil or colleague, most cases can be dealt with through the school's own disciplinary procedures.
- d. Where the perpetrator is an adult, in nearly all cases, a senior staff member should invite the victim to a meeting to address their concerns. Where appropriate, the perpetrator will be asked to remove the offensive content.
- e. If the perpetrator refuses to comply, it is up to the school to decide what to do next. This could include contacting the internet service provider in question through their reporting mechanisms, if the offensive content breaches their terms and conditions.
- f. If the material is threatening, abusive, sexist, of a sexual nature or constitutes a hate crime, the school should consider contacting the police.
- g. 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.

10. Be SMART online

1.1. 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 open 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.

Appendix 1

Contact details for social networking sites

Social networking site	Useful links
Ask. Fm	Terms of service Safety tips
BBM	Rules and safety
Facebook	Rules Report to Facebook Safety Centre
Instagram	Rules Report to Instagram Safety Centre
Kik Messenger	Rules Report to Kik Help Centre
Snapchat	Rules Report to Snapchat Safety tips for parents
Tumblr	Rules Report to Tumblr If you email Tumblr, take a screenshot as evidence and attach it.
Twitter	Rules Report to Twitter
Vine	Rules Contacting Vine and reporting
YouTube	Rules Report to YouTube Safety Centre

Appendix 2

Mobile phones

All UK mobile phone providers have malicious or nuisance call, text or picture message centres set up and have procedures in place to help deal with instances of bullying or abuse. They can change numbers and, where necessary, assist the police in tracing malicious calls.

Service provider	From your mobile	Pay as you go	Pay monthly contracts
O2	4445 or 202	08705 678 678	0870 241 0202
VodaFone	191	03333 040 191	03333 048 069
3	333	08433 733 333	08433 733 333
EE	150	0800 956 6000	0800 956 6000
Orange	150	07973 100 450	07973 100 150
T-Mobile	150	07953 966 150	07953 966 150
Virgin	789	0345 6000 789	0345 6000 789
BT		08000 328 751	08000 328 751

Appendix 3 – Appropriate use of Social Network Sites and Apps

The school has an expectation that all parents will model appropriate use of social media use so that any concerns are made through the appropriate channels and in accordance with school policy - by speaking to the class teacher, the Head Teacher or the Chair of Governors, so they can be dealt with fairly, appropriately and effectively for all concerned.

Anyone using social media must remember that, when making a post, they have not only their own reputation to consider but also that of others and that of the School. Every member of the school community has to take responsibility for their own actions when online and is expected to demonstrate high levels of professionalism and good judgement at all times.

As a school we are aware that social media websites are being used increasingly to fuel campaigns and complaints against schools, Head teachers, school staff, parents and pupils. The Governors of St John's consider the use of social media websites being used in this way as unacceptable and not in the best interests of the children or the whole school community.

Anyone using social media should be aware that once something is posted online in the digital realm, it has a persistence that is not like something that is said. It is replicable and searchable, and you cannot be sure who your audience is or will be. Once something is posted online, its effects are often magnified and can be mirrored out of context.

All social network sites have clear rules about the content which can be posted on the site and they provide robust mechanisms to report content or activity which breaches this. In the unlikely event that any parent/carer of a child/ren at St John's is found to be posting or sharing unkind, libellous or defamatory comments on any social network sites, they will be reported to the appropriate 'report abuse' section of the relevant network site.

This approach will be shared with parents through the home school agreement.