

## Social Media Policy

Social media and social networking sites play an important role in the lives of many young people. We recognise that websites can bring risks, but equally there are many benefits to be reaped. This document gives clarity to the way in which social media are to be used by pupils and school staff at Wynstones School.

### There are five key areas

- 1) a) There will be no access to social media sites for pupils in Lower School at any time.  
b) Classes 9 and 10 will only have access to social media if authorized by a teacher within a lesson.  
c) Sixth form students can only use social media in their common room, or if authorized by a teacher within a lesson.
- 2) Use of social networking by staff in a personal capacity
- 3) Creation of network accounts by staff for use in education
- 4) Comments posted by parents/carers
- 5) Dealing with incidents of online bullying

It is possible that a high proportion of staff will have their own social networking site accounts. It is important for them to protect their professional reputation by ensuring that they use their personal accounts in an appropriate manner.

### Procedures issued to staff:

- Staff must never add current pupils as friends into their personal accounts.
- Staff must not use social networking sites within school times.
- Staff should review and adjust their privacy settings to give them the maximum level of privacy and confidentiality.
- Staff must not post any comments about the school, pupils, parents or colleagues (including trustees).

Inappropriate use by staff should be referred to DSL or EMG in the first instance, or LADO (Local Authority Designated Officer).

If staff wish to make any exception to the above they should obtain permission from the School Business Manager.

### Creation of network accounts by staff for use in education

- All social media services must be approved by School Management in advance of any educational work being undertaken.

### Comments posted by parents/carers

- Parents and carers will be made aware of their responsibilities regarding their use of social networking.
- Parents are not expected to post pictures of pupils other than their own children on social networking sites.
- Parents should raise concerns or make complaints through official school channels (see the schools Concerns and Complaints Policy) rather than posting them on social media.

- Parents should not post malicious or fictitious comments on social networking sites about any member of the school community
- Any comments on social media sites that could be interpreted as bringing the school into disrepute will be referred to legal experts for who will advise on an appropriate course of action.

**Dealing with incidents of online bullying or inappropriate behaviour**

The school can take action against incidents that happen outside school if it:

- Poses a threat to another pupil or member of the public or
- Could have repercussions for the orderly running of the school or
- Could adversely affect the reputation of the school.

Use of social networking sites to harass, bully or intimidate would be covered by this irrespective of when/where the post was made.

**Related Policies:**

- Safeguarding Policy
- IT, Digital Devices and Student Acceptable Use Policy
- ESafety Policy
- Staff and Volunteer Acceptable Use Policy

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