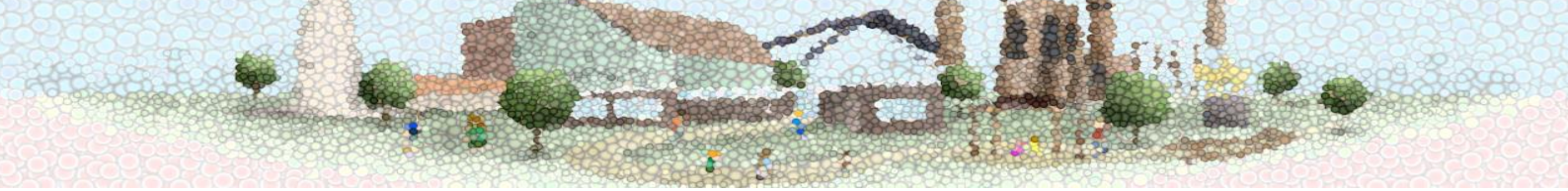


Sherbourne Fields School Social Media Policy



SHERBOURNE
FIELDS



When we are thinking about social networking, a common sense approach should be taken. As such underlying safeguarding principles and basic manners in how we communicate with people must be adhered to.

*If it is right and proper to be courteous, discrete and professional when communicating with people in person (inside or outside of school) then the same rules should apply when typing anything into a computer/communication device.

*Likewise if the rules to keep children safe and the sharing of information protocols within school are important when dealing face to face with people, the same principles should again apply when posting anything onto the World Wide Web.

The influence, power and vulnerability of Social Networking heightens the need for staff to think through their actions even more carefully to avoid any areas of potential exploitation from others.

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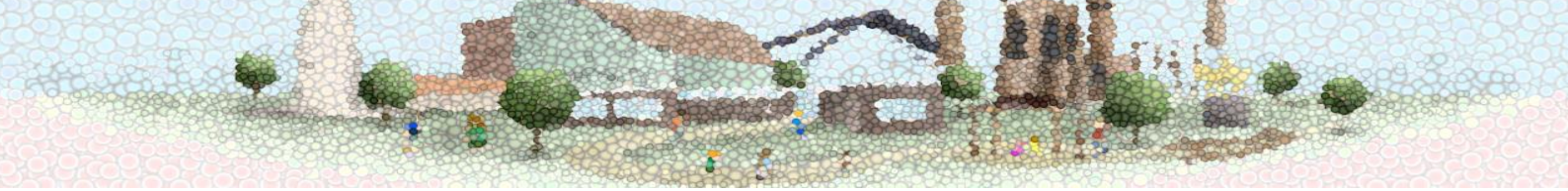
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1.0 POLICY STATEMENT

The purpose of this Policy is to set out the School's recommendations and requirements for the use of social networking media by its employees. In doing so, the School seeks to achieve an appropriate balance in the use of social networks by staff as private individuals, but also as employees and educators, with professional reputations and careers to maintain, and contractual and legislative requirements to adhere to.

Whilst the School does not wish to discourage staff from using such sites on the Internet in their personal time, it does expect certain standards of conduct to be observed in order to protect the School and its reputation, and also to protect staff from the dangers of inappropriate use.

Accessing social networking sites in working time and/or from School ICT equipment is strictly forbidden, whether the equipment is used at home or at school.



1.1 Eligibility

This policy largely relates to the use of social networking applications by School staff in their own personal time, using their own ICT equipment. This is because using the Schools equipment and or network to access such sites is prohibited.

The term 'employee' or 'staff' covers all employees/staff of the School, including casual staff. Social networking applications include, but are not limited to:

- *Social Networking (e.g. Facebook, Snapchat, Instagram)
- *Media sharing services, for example You Tube
- *Micro-blogging applications (e.g. Twitter, Yammer)
- *Online discussion forums and opinion sites (e.g. Ning)
- *Blogs (e.g. Blogger, LiveJournal, Xanga)

1.2 Exceptions

This policy specifically addresses the use of social networking sites by school staff.

1.3 Responsibility & Accountability

Headteachers/Senior Leaders:

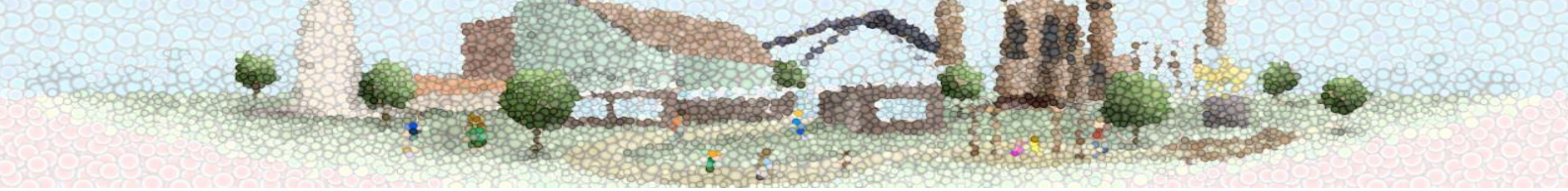
- *Should ensure that all existing and new staff are familiar with this policy and its relationship to the School's standards, policies and guidance on the use of ICT.
- *Should provide opportunities to discuss appropriate social networking use by staff on a regular basis, and ensure that any queries raised are resolved.
- *Must ensure that any allegations raised in respect of access to social networking sites are Investigated.

Employees:

- *Should ensure that they are familiar with the contents of this policy and its relationship to the School's standards, policies and guidance on the use of ICT.
- *Should raise any queries or areas of concern they have relating to the use of social networking sites and interpretation of this Policy, with their line manager in the first instance.

Governors:

- *Will review this policy and its application on an annual basis.
- *Should ensure that their own conduct is in line with that expected of staff, as outlined in this policy.



2.0 RECOMMENDATIONS & REQUIREMENTS FOR THE USE OF ONLINE SOCIAL NETWORKS

Working in an educational setting with young people, staff have a professional image to uphold, and how individuals conduct themselves online, helps to determine this image.

2.1 Connecting school ICT equipment to home networks is permitted (wired or wireless)

This should be activated by either an Ethernet cable from a router or a Wi-Fi connection.

You must **not** connect by installing proprietary software e.g. Service provider software on a CD or download.

You must ensure that your home Wi-Fi connection has the appropriate security encryption, at least WAP2. If you have to enter a password to access your home Wi-Fi, then it's likely the system is already in place.

2.2 Friends/Befriending:

*One of the functions of social networks is the ability to "friend" others, creating a group of individuals who share personal news and /or interests. The School prohibits staff from accepting invitations to "friend" pupils, or pupil's family members/friends.

*Staff must not initiate friendships with pupils, or pupils' family members, under any circumstances.

* Staff who maintain social networking friendships with work colleagues, are required to adhere to the requirements below relating to content of interactions.

2.3 Content of interactions:

Staff must not make reference on social networking sites to the School, its employees, pupils, and their families. If staff adhere to this recommendation, then the personal content of an individual's social networking memberships is unlikely to be of concern to the School. If employment at the School is referred to, then the information posted would need to comply with the conditions set out below.

*Staff must not post information on a social networking site which is confidential to the School, its employees, its pupils or their families.

*Staff must not post entries onto social networking sites which are derogatory, defamatory, discriminatory or offensive in any way, or which have the potential to bring the School into disrepute.

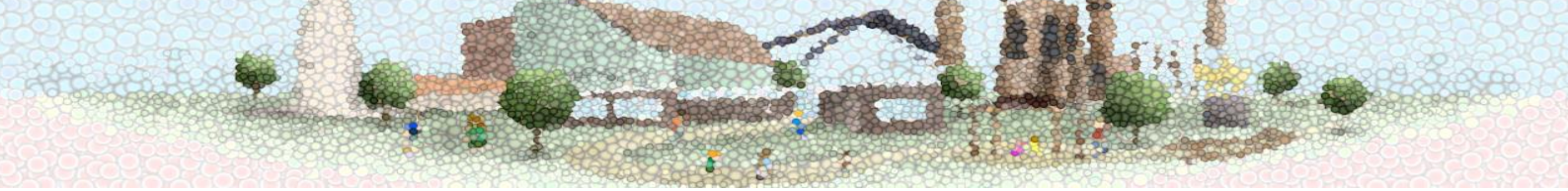
*Staff should not use the School logo on their own personal social networking accounts, and should not post any photographic images that include **pupils or members of staff**.

*Staff must not download copyrighted or confidential information.

*Staff must not express personal views which could be misinterpreted as those of the School or City Council.

*When posting any information onto a social networking site, staff must not post any entry that puts their effectiveness to perform their normal duties at risk.

*If individuals feel aggrieved about some aspect of their work or employment, there are appropriate informal and formal avenues, internally within the School, which allow staff to raise and progress such matters. Social networks are not the appropriate forum to raise such matters. Employees should discuss any concerns with their head teacher/line manager in the first instance.



2.4 Security

Staff are advised to check their security profiles and privacy settings on the social networks that they use. If individuals are not clear about how to restrict access to their content, they should regard all content as publicly available and act accordingly.

In using social networking sites, staff are recommended to only post content that they would wish to be in the public domain. **Even if content is subsequently removed from a site it may remain available and accessible.** Staff should consider not only how content could reflect on them, but also on their professionalism and the reputation of the School as their employer.

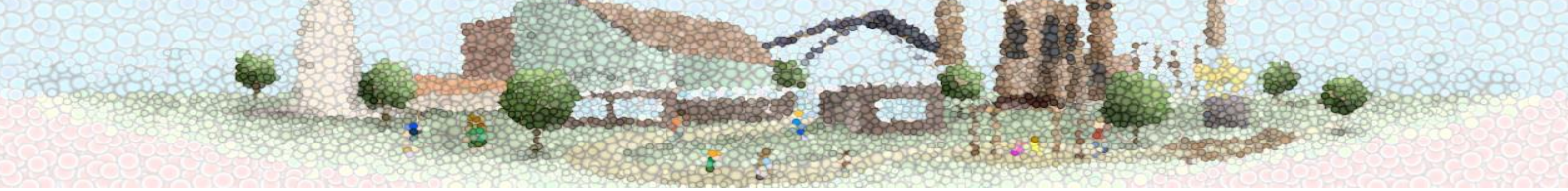
Even with privacy settings in place it is still possible that the personal details of staff may be accessed more broadly than the other networkers identified by them. Any reference to such information by pupils and/or their families, which a staff member deems to be inappropriate or is concerned about, should be reported to their line manager in the first instance.

If a member of staff becomes aware that a pupil (or group of pupils) has made inappropriate/insulting/threatening comments about them, or other staff members, on a social networking site; then they must report this to the Head teacher so that the appropriate process can be followed.

2.5 Policy breaches:

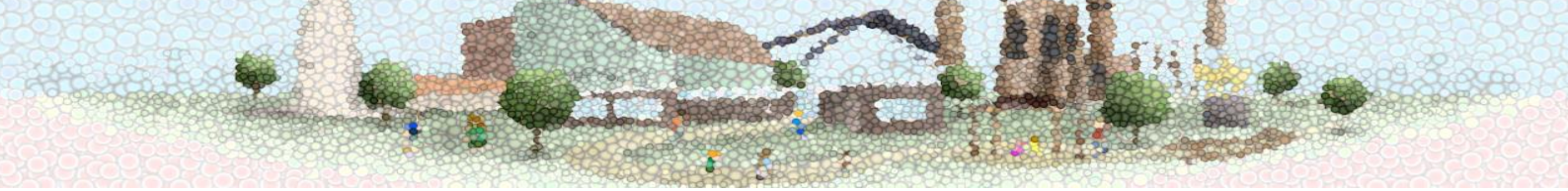
Staff found to be in breach of this policy may be subject to disciplinary action.

Information shared through social networking sites, even on private spaces, is subject to copyright, data protection, freedom of information, equality, safeguarding and other legislation.



Guideline for Pupils at Sherbourne Fields School

- * Always adhere to school's ICT code of conduct.
- * Pupils **must NOT** be tagged in any photograph that is uploaded onto Sherbourne Fields social media / website.
- * Pupils shall continue to adhere to school's policy on use of personal data.
- * Pupils are expected to, and must adhere to, terms and conditions of use (including age restrictions) as agreed when they sign up to Facebook, Twitter, or any of the other social media platforms.
- * Do not post photos of other pupils or tag other students.
- * Do not share work or resources provide on the online learning portal.
- * Do not engage in any abusive, threatening, unkind or bullying behaviour.
- * Use of profanity or threatening language is forbidden.
- * Under no circumstances should negative comments be made about staff, parents or other students.
- * Your online behaviour should reflect the same standards of honesty, respect and consideration that you use face-to-face.
- * Be respectful of the opinions of others in your posts or comments.
- * Students are advised to ensure privacy settings of their personal social media accounts/pages are limited to 'friends'.
- * 'Events' pages will not be used as a sole tool to confirm attendance at school events.
- * Passwords and other login information must be confidential at all times and kept in a safe place.
- * Unless otherwise started by teachers or other staff, use of social media shall not be permitted during classroom hours.



Guideline for Parents

- * It is the responsibility of parents/guardians to monitor their child's activities on social media.
- * Do not use profanity or engage in any abusive, threatening or bullying behaviour.
- * Under no circumstances should negative comments be made about students, staff or other parents.
- * Be respectful for the opinions of others in your posts or comments.
- * Please do not post photographs of other pupils.

Signed:

Jayne Garner – Chair of Governors

Shivaun Duffy Moriarty – Head Teacher

September 2020

Date for review: **September 2021**