



SAFE USE OF SOCIAL MEDIA POLICY

OVERVIEW

Many staff and pupils use various social media sites to communicate and share information with others. Proper use of social media can help people keep in touch and can be a force for good. Inappropriate use of social media can damage individuals and the reputation of the school. This policy sets out the standard that must be maintained by pupils, all members of staff, those contracted to work in the school, volunteers, members of the governing body and the wider school community. This policy should be read in conjunction with the SAFE INTERNET USAGE AND E-SAFETY POLICY; ICT and the INTERNET POLICY, BULLYING POLICY, MOBILE PHONE POLICY; and TEACHERS' STANDARDS 2012

OBJECTIVES

1. To ensure that the content published and shared on social media by pupils, members of staff, others contracted to work in the school, volunteers, members of the governing body and the wider school community, is not harmful or damaging to any other member of the school community.
2. To ensure that things published on social media sites does not damage the reputation of the school.
3. To ensure that pupils, members of staff, those contracted to work in the school, volunteers, members of the governing body and the wider school community do not publish things on social media sites that a third party can access and use to damage the reputation of the school.
4. To ensure that a proper professional distance is kept between those who work in the school and pupils attending the school including pupils under the age of 18 who have attended the school.
5. To ensure that all members of staff, others contracted to work in the school, volunteers, members of the governing body and the wider school community understand that things published on the internet might be subjected to subsequent legal action for defamation and libel.
6. To stamp out any 'cyber bullying' of pupils or staff on social networking sites or from any other internet sites.

STRATEGIES

1. To ensure that pupils, members of staff, others contracted to work in the school, volunteers, members of the governing body and the wider school community, uphold public trust in the school and maintain high standards of ethics and behaviour, within and outside school
2. To require and expect that pupils, members of staff, others contracted to work in the school, volunteers, members of the governing body and the wider school community, not to publish any material or comment that is harmful or damaging to any other member of the school community
3. To require and expect that pupils, members of staff, others contracted to work in the school, volunteers, members of the governing body and the wider school community do not to publish any material or comment that is harmful or damaging to reputation of the school.
4. Any cyber bullying of staff or pupils, in or out of school, must be reported and then investigated rigorously, in conjunction with any relevant authority including the police if appropriate.
5. Members of staff, others contracted to work in the school, volunteers, and members of the governing body must ensure that a proper professional distance is kept between them and pupils attending the school including those pupils under the age of 18 who have attended the school in the past, by not giving those pupils access to their social media websites.

6. To require Members of staff, others contracted to work in the school, volunteers, and members of the governing body us the proper process if they wish to complain about others or the school.
7. Parents will be expected to work in partnership with the school by supporting and upholding this policy and by monitoring their children's use of social network sites and of the internet in general.
8. The school will use all reasonable professional means to monitor this policy.

OUTCOMES

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Revised and adopted by the Governing Body: November 2014.