Bishop Rawstorne Church of England Academy

Social Media Policy

I have come in order that you might have life—life in all its fullness.
John 10:10

Aspire Believe Achieve

This policy document and the content contained therein remains the responsibility of the Headteacher, and Governing Body of the Academy. No amendments can be made without their express instruction and they remain the final arbiters in any matters relating to it.

Review date:	**September 2020**
Next review date:	**September 2021**
Reviewed by:	**Mr Rawlinson**
APPROVED BY DHT:	**September 2020**

This policy to be read in conjunction with the IT Acceptable Use Policy

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1. KEY OBJECTIVES

1.1   At the forefront of our minds as a school are how we:

1.   Raise standards
2.   Safeguard the community
3.   Promote individual well-being and inclusion
4.   Understand and support community cohesion in challenging political and social times

1.2   The school sees that social media features in all four areas and not just from the point of our young people. There are wider opportunities for us to pursue our social, moral, spiritual and cultural work using social media as well. Nationally, Ofsted has been starting to comment and recognise the value of connecting to families using social media and we also can see the benefits.

1.3   To give clarity, this is our school policy on how social media will be embraced, technically managed and harnessed flexibly to ensure that we meet the challenges, seize the opportunities and enable others to mindfully connect with others.

2. SOCIAL MEDIA USE BY STAFF

2.1

- School staff are entitled to a private and professional life. It is the individual's responsibility to understand and follow the acceptable use policy of the platform where they have an account. It is their responsibility to ensure that their actions do not bring the school into disrepute.
- School staff are expected to apply common sense in all situations and not, for clear and obvious reasons, connect with students using personal social media accounts. Staff are also advised against connecting with ex-students, but should not connect at all until the student is 18 or over.
- Where staff require an account to support learning that is based in a social media platform such as Facebook, the learning will be approved by the Curriculum Leader or a member of Senior Leadership Team.
- Staff must use their professional social media account only for teaching and learning purposes making sure that common sense is applied regarding any comments made or resources shared in what is often a public space. All official Bishop Rawstorne social media accounts must adhere to the guidelines.
- Teaching staff must share any project requirements with the school's IT support people at least 2 weeks ahead of the activity. Filtering will be setup in a safe and possibly time-limited way to ensure a technically successful project.
- In our community, there are many pre-existing connections between staff and parents. Staff are expected not to discuss any issues relating to school life in such a way as to negatively impact the standing of the school or individuals

connected to it. School related matters should never be posted about on their own Social Media accounts.

- Our HR disciplinary policy will apply should any indiscretion come to light that negatively impacts the standing of the school or individuals connected to it.

3. SOCIAL MEDIA USE BY STUDENTS

3.1   The school is committed to teaching the responsible use of social media. This commitment is backed up by our existing core school values and understanding that student life is now four dimensional and mobile thanks to technology.

- Students are taught about age limits, terms of use and online safety among other things. Parents and carers are responsible for ensuring that children follow the guidance provided by various social media platforms.
- Some school projects, set up by school and approved by Curriculum Leaders or Senior Leadership Team members, may need students to use social media. Advice will be given by the teacher on the chosen site.
- We do allow the use of personal mobile devices in school on instruction from a teacher however students are not allowed to access social media on their devices at school.
- The school does allow devices to connect to the school network as required for specific purposes only and not for the use of social media.

4. OFFICIAL SCHOOL ACCOUNTS

4.1   For parental and community engagement activities, the school has its own official and externally monitored accounts on the major social media platforms.

4.2   List of accounts
Main Bishop Rawstorne Facebook Page-www.facebook.com/BishopRawstorne
Main Bishop Rawstorne Twitter   www.twitter.com/BishopRawstorne
Main Bishop Rawstorne Instagram   www.instagram.com/bishoprawstorne
Maths Faculty Twitter   www.twitter.com/BRmaths
Geography Department Twitter   www.twitter.com/BRgeography
PE Department Twitter   www.twitter.com/BRPEdept
History Department Twitter   www.twitter.com/BRHistory

4.3
- The school's existing photography and permissions policy will be applied to all social media activity by the school.
- We will speak generally about the achievements of students.
- We will speak generally about year groups and teams, and only deal with child specific conversations by phone, face-to-face, email or written letter.
- We will share the opportunities we offer more widely.

- We will communicate a bit more informally and signpost inquiries as required.
- We will listen to our community and support it to help families keep safe online.
- We will take steps to mitigate any perceived risk to the smooth-running school or to the personal well-being of connected individuals arising from negative interactions on a social platform including blocking users & removal of content.
- We will apply other relevant policies such as behaviour, safeguarding, attendance or HR in relation to negative incidents on social media.

5. OUT OF SCHOOL BEHAVIOUR RELATED INCIDENTS

5.1 Any incident of online bullying will be dealt with in accordance with the school's Anti-Bullying policy. The school can act regarding any incident that takes place outside school hours if it believes:

- It poses a threat to any individual within school community
- There are negative repercussions for the safe running of the school
- The reputation of the school, employees, governors or connected parties will be adversely affected

5.2 Where appropriate, legal action will be taken by the school's governors.