



ST ANDREW'S CE PRIMARY SCHOOL

STAFF SOCIAL MEDIA POLICY

This Policy reflects St. Andrew's Church of England Primary School's Christian ethos and mission statement. It was written with our Christian values of Justice and Trust in mind.

Introduction

This policy sets out the principles which St Andrew's CE Primary School staff are expected to follow when using the Internet and social networking sites. The Internet is a fast moving technology and it is impossible to cover all circumstances, however, the principles set out below should always be followed. The Internet provides a number of social networking opportunities that St Andrew's CE Primary School staff may wish to use, including Facebook, Twitter, Tumblr, Pinterest, Bebo, MySpace, blogs etc. However, when someone clearly identifies their association with St Andrew's CE Primary School and/or discusses their work, they are expected to behave appropriately when on the Internet, and in ways that are consistent with the School's values and policies. It is important that the outside activities of staff and students do not undermine the school's reputation. The intention of this policy is not to stop St Andrew's CE Primary School staff from conducting legitimate activities on the Internet and social networking sites, but serves to flag-up those areas where conflicts may arise.

Staff who identify themselves as part of St Andrew's CE Primary School:

- Must not engage in activities on the Internet which might bring the school into disrepute.
- Must not use the Internet in any way to attack or abuse students, colleagues, teachers or tutors.
- Must not post derogatory or offensive comments on the Internet.
- Should be mindful of e-safety and the need to protect sensitive personal information. Social Networking sites

All staff should be mindful of the information they disclose on social networking sites. Through the open nature of such sites, it is also possible for third parties to collate vast amounts of information. They are advised not to disclose personal information, such as address, phone number or email address that could be used by others to make unwanted contact. They should consider carefully the nature of photographs of themselves that they post to such sites and how they would feel if these images became public.

Where staff and students associate themselves with the School (through providing work details or joining an education network) they should act in a manner which does

not bring St Andrew's CE Primary School into disrepute. Staff should not have students as friends on Facebook or similar sites unless the profile, page or group has been set up for purely educational purposes. In these cases staff should read the advice here http://www.heppell.net/facebook_in_school/. Staff should check their settings and ensure that only friends can access the information they submit to such sites. Many staff have colleagues as friends on Facebook. They should be aware that these colleagues may have children at the school or at other schools and they in turn will have other students as friends. Having ex-students as friends poses similar difficulties – check your privacy settings. When a staff member is contacted by the press about posts on their social networking site that relate to St Andrew's CE Primary School, the Head teacher must be consulted. Consideration towards other staff and students Social networking sites allow photographs, videos and comments to be shared with thousands of other users. However, it may not be appropriate to share work-related information in this way. For example, there may be an expectation that photographs taken at a private school event will not appear publicly on the Internet, both from those present and perhaps those not at the event.

Staff should be considerate to their colleagues and should not post information when they have been asked not to. They should also remove information about a colleague/peer if that colleague/peer asks them to do so. Other users could post a photo on their profile in which you are named, so think about any photos you appear in. On Facebook, you can 'untag' yourself from a photo. If you do find inappropriate references to you and/or images of you posted by a friend online you should contact them and the site to have the material removed. Under no circumstances should offensive comments be made about St Andrew's CE Primary School colleagues on the Internet. This may amount to cyber-bullying and could be deemed a disciplinary offence.

Staff should be aware of their obligations under the Data Protection Act 1988 and not share personal information about staff or students that is stored on school systems with anyone outside the school. If an email address is shared it should be a work email address, have the owner's permission to be shared and only used for professional purposes.

Disciplinary action

If a member of staff or student is found to be engaging in any form of online activity that is deemed as cyber bullying, bringing the school's reputation into disrepute and/or uses the Internet in any way to attack or abuse students or colleagues they could face disciplinary action. Please reference the school's disciplinary procedure for all employees in schools, available on the school website's policies page.

This policy is monitored by the Governing Body and will be reviewed every 3 years.

Signed _____ (Chair of Governors)

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Dated: May 2024

Review Date: May 2027