



Social Media Policy

Social networking is everywhere. It is common to find parents, children, staff and other members of the public on such sites. Whilst this allows many new opportunities to connect, there are also potential dangers. It is a platform where almost anybody can see what we are doing. When tagging photos of friends or posting comments, it can be easily overlooked that someone else -who has been invited onto a social networking site -can also view them. Often, there is a minimal amount of control over who ultimately gets to see items posted. Also, once something appears on the internet, it is almost impossible to remove.

Whilst recognising the benefits of social networks for new and exciting forms of communication, this policy sets out the principles that pupils, staff and parents / guardians are expected to follow when using social media. This policy applies to personal web space such as social networking sites on, for example: Facebook, MySpace, Instagram, SnapChat, blogs, Twitter, chatrooms, forums, podcasts, social bookmarking sites such as Pinterest and content sharing sites such as Flickr, TikTok and YouTube. The internet is a fast moving technology and it is impossible to cover all circumstances or be aware of all the latest forums of emerging media and platforms. Therefore, this policy covers the use of existing and any future social networking platforms.

Guidelines for Pupils

We recognise that while many of the platforms have age restrictions, these are easily overcome or ignored by children. As a result, many of the children have accounts which they use to post content and to view other people's content. We cannot police who does and does not have a social media account. However, we do expect that pupils at Copnor Primary School will not:

- Use social media and the internet in any way to attack, insult or bully other pupils or any member of staff.
- Use social media in a way that brings disrespect to the school.
- Photographs, videos or any image of pupils, staff or any member of our school community taken in school or school events (e.g. a school trip) must not be published on a personal or public web space without prior permission from the school.
- Access social network sites within school without the direct permission of a member of staff e.g. to watch a video that the teacher has vetted about a topic directly related to their curriculum.

Guidelines for Copnor Primary School Staff, Governors and Volunteers

It is possible that many staff, governors and volunteers 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. They will ensure this by:

- Never adding pupils as friends into their personal accounts.
- Not using social networking sites within lesson times, unless it has a direct purpose to their lesson e.g. watching a YouTube video directly linked to the content of the lesson.
- Reviewing and adjusting, where necessary, their privacy settings to give them the appropriate level of privacy and confidentiality.
- Ensuring that if they have family members on their accounts who are under 18, each child's account is private. This is regardless of whether the child is a member of the school's community or not.
- Realising that the posting of derogatory comments about pupils, parents/carers, governors or colleagues is never acceptable and could result in the disciplinary procedures being followed.
- Upholding the reputation of the school, to maintain reasonable standards in their own behaviours, and to uphold public trust in their profession.

- Referring potentially inappropriate use by another member of staff, governor or volunteer to a member of the Senior Leadership Team. Where it is potentially inappropriate use by the Headteacher, this should be referred to the Chair of Governors or to the Local Authority Designated Officer (LADO) by phone on 023 9288 2500 or email LADO@secure.portsmouthcc.gov.uk. Any member of staff can be reported to the LADO by a concerned member of the public.

Guidelines for Parents and Carers.

Parents and carers should be aware of their responsibilities regarding the use of social networking. This should be achieved by parents and carers:

- Not posting pictures of pupils other than their own children on social networking sites unless they have the direct permission of the other child's parents/carers.
- Complaining through the official school channels rather than posting these on social networking sites which can be detrimental and possibly damaging to the school community and, as such, are not beneficial to the children.
- Not posting inaccurate, malicious or fictitious comments on social networking sites about any member of the school community or any school policy, process or procedure.
- Reporting malicious or inappropriate comments made about the school or school staff/governors/volunteers should be reported to the school.

Members of staff will give clarity to the pupils about the acceptable use of the internet and mobile devices by children whilst in Copnor Primary School. The children will not be permitted to use their mobile phones whilst in school. Phones will be handed in at the office and returned at the end of the school day.

Parents and carers have full responsibility for their child's use of the internet, mobile devices and social networks outside of school.

Where images or video clips of children are posted on the school website or other online facilities endorsed by the school, the names of the children will not be provided and permission will have been sought before posting.

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