

Temple Grafton Church of England Primary School Social Media Account Policy



Date created: January 2019

Next Review date: January 2020

We are committed to safeguarding and ensuring the health, safety and well-being of all pupils in accordance with safeguarding procedures and guidance for staff outlined in the school's Health and Safety, Child Protection, Security and Safeguarding policies.

Introduction

Social media (e.g. Facebook, Twitter, Instagram) is a broad term for any kind of online platform which enables people to directly interact with each other. However some games, for example Minecraft or World of Warcraft and video sharing platforms such as You Tube have social media elements to them.

The school recognises the numerous benefits and opportunities which a social media presence offers. However, there are some risks associated with social media use, especially around the issues of safeguarding, bullying and personal reputation.

Objective

The objective of this policy is to explain acceptable use of social media relating to Temple Grafton C of E Primary School's social media accounts for staff, pupils, parents, governors and volunteers. The policy will therefore aim to explain the purpose of social media in Temple Grafton C of E Primary School and the benefits that will arise from its proper use, and also deal with any potential pitfalls from using social media.

Temple Grafton C of E Primary School social media accounts will be used principally to be followed by staff, parents and other professionals in order to advertise the excellent work by staff, pupils, parents and governors. Similarly, it will also contain information detailing special events in school. The aim of this is to run alongside more traditional methods like newsletters and letters; **not to replace it.**

Who controls content for Temple Grafton C of E Primary School?

The uploading of content will be controlled by members of the Senior Leadership Team and a selection of approved staff. They alone will be responsible for password protection and uploading of content. Temple Grafton C of E Primary School has a firm commitment to safeguarding children in all aspects of its work.

Who can follow Temple Grafton C of E Primary School?

All school Social Media accounts will be open to all followers however we reserve the right to block accounts deemed inappropriate or offensive to ourselves and/ or others.

Who will Temple Grafton C of E Primary School Social Media Accounts follow?

In order to protect ourselves from inappropriate content being distributed into our news feeds, Temple Grafton C of E Primary School social media accounts will not actively seek to follow other users. However, exceptions may be made where following an @ handle and/or other Facebook Account has obvious benefits to the school. Once again, these will be decided on a case-by-case basis at the discretion of the SLT. Temple Grafton C of E Primary School sees itself more as a distributor of information to those who follow it and not as a receiver of information.

What is inappropriate content and referencing and how will it be dealt with?

Temple Grafton C of E Primary School welcomes any positive referencing, mentions, or interactions that posit the school in a positive light only. Therefore, Temple Grafton C of E Primary School deems any of the following as inappropriate:

- Offensive language or remarks aimed at the school, its staff, parents, governors or others affiliated with the school
- Unsuitable images or content posted into its feed
- Unsuitable images or content finding its way from another's account into the schools feeds.
- Images or text that infringe upon copyright or lead to legal implications
- Comments that aim to undermine the school, its staff, parents, governors or others affiliated with the school.

Under no circumstances should a child's surname be published on the dedicated Temple Grafton C of E Primary School social media sites. And at no time should a member of staff or volunteer engage in conversations on these sites with a parent and/or child or any other person related to the school.

All staff, volunteers, governors, parents and pupils at Temple Grafton C of E Primary School have a responsibility to ensure that they protect the reputation of the school, and to treat colleagues and members of the school with professionalism and respect.

Any inappropriate content will be deleted and its users will be removed, blocked, and, depending on the nature of the comment, reported to Twitter/Facebook. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

All employees must adhere to, and apply the principles of the policy in all aspects of their work. Failure to do so may lead to action being taken under the disciplinary procedure.