E-Safety & Social Media Policy

HENHURST RIDGE

PRIMARY ACADEMY

Providing the roots to grow & the wings to fly.

REAch2

ACADEMY TRUST

EXCEPTIONAL OPPORTUNITIES FOR LEARNING

E-safety and

Social Media Policy

Audience:	Parents Academy staff and volunteers Local Governing Bodies Trustees Regional Boards Local Authorities
Approved:	Executive – July 2017
Other related policies:	Safeguarding & Child Protection; Behaviour; Code of Conduct; Disciplinary; Whistleblowing
Policy owner:	Amy Hanson-Reed, Head of Communications
Policy model:	Principles: this means REAch2 schools can use this policy in full or maintain their own policy, ensuring at the next opportunity that this aligns with REAch2 principles set out here
Review:	Every 3 years, or earlier if developments in social media technologies make that appropriate
Version number:	1.0 (July 2017)

REAch2 E-safety and Social Media policy

At REAch2, our actions and our intentions as school leaders are guided by our Touchstones:

Integrity
We recognise that we lead by example and if we want children to grow up to behave appropriately and with integrity then we must model this behaviour

Responsibility
We act judiciously with sensitivity and care. We don't make excuses, but mindfully answer for actions and continually seek to make improvements

Inclusion
We acknowledge and celebrate that all people are different and can play a role in the REAch2 family whatever their background or learning style

Enjoyment
Providing learning that is relevant, motivating and engaging releases a child's curiosity and fun, so that a task can be tackled and their goals achieved

Inspiration
Inspiration breathes life into our schools. Introducing children to influential experiences of people and place, motivates them to live their lives to the full

Learning
Children and adults will flourish in their learning and through learning discover a future that is worth pursuing

Leadership
REAch2 aspires for high quality leadership by seeking out talent, developing potential and spotting the possible in people as well as the actual

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1. Introduction

1.1 The internet provides a range of social media tools that allow users to interact with one another; from engaging with parents on social networking sites such as Facebook, to keeping up with other schools on Twitter and maintaining pages on internet encyclopaedias such as Wikipedia. Social networking sites can be powerful tools for promoting schools and creating a positive and accessible online presence. While recognising the benefits of this medium for new opportunities of communication, this policy sets out the principles that staff are expected to follow when using social media.

1.2 It is crucial that all stakeholders in REAch2, including pupils, parents, staff and the public at large have confidence in the Trust. The principles set out in this policy are designed to ensure that the use of social media is responsibly undertaken and that confidentiality of pupils and staff and the reputation of individual schools and the wider Trust are safeguarded. All members of the school community must be conscious at all times of the need to keep their personal and professional lives separate.

2. Overview and Expectations

2.1 All adults working with children have a responsibility to maintain public confidence in their ability to safeguard the welfare and best interests of children. It is therefore expected that they will adopt high standards of personal conduct in order to maintain the confidence and respect of their colleagues, children, public in general and all those with whom they work. Adults in contact with children should therefore understand and be aware that safe practice also involves using judgement and integrity about behaviours in places other than the work setting.

2.2 School staff should always maintain appropriate professional boundaries and avoid behaviour, during their use of the internet and other communication technologies, which might be misinterpreted by others. They should report and record any incident with this potential.

3. Definitions, Scope and Objectives

3.1 This policy applies to all REAch2 employees, including all Trust central staff and anyone employed by a REAch2 school in any role. Any reference to REAch2 Academy Trust includes all REAch2 schools and all employees. Social media can be used by the Trust and schools as a positive communications platform for increasing parental engagement, improving the reputation of schools, networking, sharing of learning and best practice, showcasing the work of pupils and schools' successes, attracting prospective staff and parents, and building relationships within both local and national communities. This policy has been written to ensure social media is used safely and responsibly.

3.2 This policy applies to personal web space such as social networking sites (for example Facebook, MySpace, Instagram, SnapChat), blogs, microblogs such as Twitter, chatrooms, forums, podcasts, open access online encyclopaedias such as Wikipedia, and content sharing sites such as flickr and YouTube.

3.3 All members of staff should bear in mind that information they share through social networking applications, even if they are on private spaces, are still subject to copyright, data protection and Freedom of Information legislation, the Safeguarding Vulnerable Groups Act 2006 and other legislation. They must also operate in line with the school's Equalities, Child Protection and ICT Acceptable Use Policies.

3.4 Within this policy there is a distinction between use of school-sanctioned social media for professional educational purposes, and personal use of social media.

3.5 The internet is a fast moving technology and it is impossible to cover all circumstances or emerging media – the principles set out in this policy must be followed irrespective of the medium.

4. Rationale

4.1 The widespread availability and use of social media applications bring opportunities to understand, engage, and communicate in new and exciting ways. It is important that we are able to use these technologies and services effectively and flexibly. However, it is also important to ensure that we balance this with our duties to our schools, the community, our legal responsibilities and our reputation. For example, our use of social networking applications has implications for our duty to safeguard children, young people and vulnerable adults. The policy requirements in this document aim to provide this balance to support innovation whilst providing a framework of good practice. They apply to all members of staff at the school.

4.2 The purpose of the policy is to:
- Protect REAch2 and REAch2 schools from legal risks;

- Ensure that the reputation of REAch2, its schools, staff and governors are protected

- Safeguard all children

- Ensure that any users are able clearly to distinguish where information provided via social media is legitimately representative of REAch2.

5. Key Principles

5.1 All staff at REAch2 Academy Trust have a responsibility to ensure that they protect the reputation of REAch2 and its schools, and to treat colleagues with professionalism and respect.

5.2 It is important to protect everyone at REAch2 Academy Trust from allegations and misinterpretations which can arise from the use of social networking sites.

5.3 Safeguarding children is a key responsibility and priority of all members of staff and it is essential that everyone at REAch2 Academy Trust considers this and acts responsibly if they are using social networking sites out of school. Anyone working in the school either as a paid employee or volunteer must not communicate with children via social networking. Any social media contact with any child under the age of 18 who is a current or former pupil other than a child who is related to them (e.g.: a son or daughter) is not permitted.

6. Use of Social Media in practice

<u>School-sanctioned use of social media</u>

6.1 There are many legitimate uses of social media to support school marketing and public relations activities. For example, the school may have an official Twitter and Facebook account.

6.2 Before creating a social media account schools should carefully consider appropriate social media channels, the purpose for using them and where necessary seek advice from REAch2's head of communications. Schools should also adhere to these guidelines:

- The content of any school-sanctioned social media site should be solely professional and should reflect well on the school;

- All content should adhere to the school's ethos and be reflective of core values;

- Appropriate privacy settings should be set that disallow others to post to a school's social media page or require approval of posts. Age restrictions should also be set to at least 13+ and where applicable a profanity filter should be applied, for example, on Facebook;

- Schools should include appropriate terms of use on relevant social media sites, such as Facebook;

- Staff must not publish photographs of children without the written consent of parents / carers, identify by name any children featured in photographs, or allow personally identifying information to be published on school social media accounts;

- Parents and staff should be informed of any new social media sites that are created;

- Care must be taken that any links to external sites from the account are appropriate and safe;

- Any inappropriate comments on or abuse of school-sanctioned social media should immediately be removed and reported to a senior member of staff;

- All official school social media accounts should be regularly monitored and maintained;

- Any serious incidents which may damage the reputation of the school or Trust, or particular pupil, member of staff or other individual should be immediately reported to the headteacher, and where necessary advice should be sought from REAch2's head of communications;

- Pupils under the age of 13 should not be allowed access to, or be encouraged to create their own personal social media accounts. Children under the age of 13 are not legally allowed to use social media channels such as Facebook and Twitter. However, pupils may be encouraged to observe official school social media profiles in an appropriate and safe way, for example, via a feed on the school's website;

- REAch2's head of communications has full responsibility for running the Trust's official website, Facebook, Twitter, LinkedIn and YouTube sites. No other social media platforms may be set up by any member of the whole school community, which have adopted a REAch2 persona. However, schools shall be responsible for creating and maintaining their own official school social media accounts;

- Whilst parents, staff and the wider school community are encouraged to interact with these social media sites they should do so with responsibility and respect;

- Complaints should not be dealt with via social media and should be diverted to an appropriate communications channel;

- Staff, parents and the wider school community should not edit open access online encyclopaedias such as *Wikipedia* in a personal capacity. The source of the correction will be recorded and REAch2 Academy Trust reserves the right to amend these details for their sole purpose;

- All staff who wish to engage with a school's social media platforms are strongly advised to ensure that they set the privacy levels of their personal sites as strictly as they can and to opt out of public listings on social networking sites to protect their own privacy. All staff should keep their passwords confidential, change them often and be careful about what is posted online;

- Parents and the wider school community should not post images or videos from school events on any public social media site. Images or videos taken at school events, when such permission has been granted by the school, are for the sole and private use of that individual and their use must be in accordance with the Data Protection Act 1998;

- Any communication received from children on any personal social media sites must be reported to the designated person for Child Protection;

- If any member of staff is aware of any inappropriate communications involving any child in any social media, these must immediately be reported as above;

- All email communication between staff and members of the school community on school business must be made from an official school email account;

- Staff should not use personal email accounts or mobile phones to make contact with members of the school community on school business, nor should any such contact be accepted, except in circumstances given prior approval by the headteacher;

- Staff are advised to avoid posts or comments that refer to specific, individual matters related to the school and members of its community on any social media accounts;

- Staff should not comment on their school's, or any other REAch2 school's official social media page from their personal account;

- Staff are also advised to consider the reputation of the school in any posts or comments related to the school on any social media accounts;

- Staff should not accept any current pupil of any age or any ex-pupil of the school under the age of 18 as a friend, follower, subscriber or similar on any personal social media account, with the exception of relatives.

In addition to the above everyone at REAch2 Academy Trust must ensure that they:

- Communicate with children and parents in an open and transparent way using the school phone number and email address;

- Never 'friend' a pupil at the school where they are working onto their social networking site;

- Are conscious at all times of the need to keep personal and professional/school lives separate. Individuals should not put themselves in a position where there is a conflict between the school and their personal interests;

- Do not make any derogatory, defamatory, rude, threatening or inappropriate comments about the school, or anyone at or connected with the school;

- Use social networking sites responsibly and ensure that neither their personal nor professional reputation, nor the school's reputation is compromised by inappropriate postings.

- Users should not engage in activities involving social media which might bring REAch2 Academy Trust or any REAch2 school into disrepute;

- Users should not represent their personal views as those of REAch2 Academy Trust or any REAch2 school on any social medium;

- Users should not discuss personal information about other pupils, REAch2 Academy Trust, any REAch2 school and the wider community they interact with on any social media;

- Users should not use social media and the internet in any way to attack, insult, abuse or defame pupils, their family members, colleagues, other professionals, other organisations or REAch2 Academy Trust;

- Staff should not identify themselves as members of REACh2 Academy Trust or any REAch2 school in their personal web-space, unless specifically linked to an approved job role within the Trust community where it serves a purpose to professionally market their school or wider trust. This is to prevent information being linked with the school and to safeguard the privacy of staff members, pupils and parents and the wider school community;

- Pupils should not have contact through any personal social medium with any member of staff. If pupils and members of the wider school community wish to communicate with staff they should only do so through official school sites created for this purpose;

- Photographs, videos or any other types of image of pupils and their families or images depicting staff members, clothing with school logos or images identifying school premises should not be published on personal or public web space without prior permission from the school;

- We advise that school email addresses should not be used for setting up personal social media accounts or to communicate through such media.

Personal use of social media

6.3 Under no circumstances should staff make reference to any staff member, pupil, parent or school activity/event. The following are also not considered acceptable at REAch2 Academy Trust:

- The use of the school's or REAch2's name, logo, or any other published material without written prior permission from the headteacher. This applies to any published material including the internet or written documentation;

- The posting of any communication or images which links the school to any form of illegal conduct or which may damage the reputation of the school. This includes defamatory comments;

- The disclosure of confidential or business-sensitive information; or the disclosure of information or images that could compromise the security of the school;

- The posting of any images of employees, children, governors or anyone directly connected with the school whilst engaged in school activities;

- The Trust accepts that some sites may be used for professional purposes to highlight a personal profile with summarised details, e.g. LinkedIn and Twitter. The Trust would advise that care is taken to maintain an up to date profile and a high level of presentation on such sites if REAch2 Academy Trust is listed;

- Staff who run blogging/microblogging sites, which have a professional and/or educational status are advised to seek guidance and advice from the head of communications regarding prudence and endorsement of views if there is any link referencing REAch2;

- School staff should not invite, accept or engage in communications with parents or children from the school community in any personal social media whilst in employment at REAch2 Academy Trust.

Safer Online Behaviour

6.4 In their own interests, staff need to be aware of the dangers of putting personal information onto social networking sites, such as addresses, home and mobile phone numbers. This will avoid the potential for children or their families or friends having access to staff outside of the school environment. It also reduces the potential for identity theft by third parties.

6.5 All staff, particularly new staff, should review their social networking sites when they join the school to ensure that information available publicly about them is accurate and appropriate. This includes any photographs that may cause embarrassment to themselves and the school if they are published outside of the site.

6.6 Employees need to ensure that when they are communicating about others, even outside of work, that they give due regard to the potential for defamation of character. Making allegations on social networking sites (even in their own time and in their own homes) about other employees, children or other individuals connected with the school, or another school, or REAch2 could result in formal action being taken against them. This includes the uploading of photographs which might put the school into disrepute.

7. Internet Access

7.1 The Internet is an essential element of education, business and social interaction. REAch2 Academy Trust has a duty to provide pupils with quality Internet access as part of their learning experience. Internet use is a part of our curriculum and a necessary tool for staff and pupils;

- Pupils should be taught what internet use is acceptable and what is not and given clear objectives for internet use. Pupils will not use the internet without having permission from a member of staff;

- Pupils will not use social networking sites in REAch2 Academy Trust and will be educated about their safe usage;

- Pupils will be advised never to give out personal details of any kind, which may identify them, their friends or their location;

- Pupils should not download games or other programs from the Internet without explicit consent from a senior member of staff;

- The ICT technician or leader should carry out downloading programs from the Internet;

- Public chat-rooms and instant messaging should not be used;

- Pupils should be educated in 'Information Literacy' and taught how to evaluate the Internet content that they have located. Pupils should be taught the importance of crosschecking information before accepting its accuracy;

- Schools should ensure that the use of Internet derived materials by staff and pupils complies with copyright law. Pupils should be taught to reference materials they have found from other sources so as not to infringe copyright or the intellectual property of others;

- Pupils should be taught how to recognise and report inappropriate internet content.

Mobile Phones/Camera/Video Recorder Usage

7.2 To ensure the safety and welfare of children in our care:

- All personal mobile phones must be kept in a secure place (not in a pocket), switched off and not be accessed throughout contact time with the children;

- In exceptional circumstances, which have been discussed and agreed with a member of the leadership team, staff may keep their phone switched on and accessible as long as they use their phone out of view of children, i.e. in a room designated for staff, e.g. the staff room or an office;

- During school visits mobile phones should be used away from the children and for emergency purposes only;

- Photographs or images of any children within our care may only be taken following parental consent and only using one of the school cameras / iPads. These images should remain within this setting or be shared only with the parents of the child concerned;

- Personal mobiles, cameras or video recorders cannot be used to record classroom activities. ONLY school property should be used for this;

- School photographs and recordings can only be transferred to, and stored on a school computer.

8. Protection of Personal Information

8.1 Staff should not give their personal e-mail addresses to children or parents. Where there is a need for communication to be sent electronically the school e-mail address should be used. Likewise staff should keep their personal phone numbers private and not use their own mobile phones to contact children or parents in a professional capacity. There will be occasions when there are social contacts between children and staff, where for example the parent and teacher are part of the same social circle or staff are transport escorts. These contacts however, will be easily recognised and openly acknowledged. Staff have a responsibility to make any such contact known to the senior leadership team.

8.2 Staff should never share their work log-ins or passwords with other people.

8.3 Staff are advised to understand who is allowed to view the content on their pages of the sites they use and how to restrict access to certain groups of people.

9. Access to Inappropriate Images and Internet Usage

9.1 Staff who access and possess links to such websites will be viewed as a significant and potential threat to children. Accessing, making and storing indecent images of children is illegal and this will lead to criminal investigation.

9.2 Staff should not use equipment belonging to their school/service to access any adult of inappropriate material; neither should personal equipment containing these images or links to them be brought into the workplace.

9.3 Where indecent images of children are found by staff, the police should be immediately informed. Schools should not attempt to investigate the matter or evaluate the material themselves.

10. Cyberbullying

10.1 In order to reduce the potential for cyberbullying children are not allowed to bring phones into the classroom.

10.2 Prevention activities are key to ensuring that staff are protected from the potential threat of cyberbullying. All employees are reminded of the need to protect themselves from the potential threat of cyberbullying. Following the advice contained in this guidance should reduce the risk of personal information falling into the wrong hands.

10.3 If cyberbullying does take place, employees should keep records of the abuse, text, e-mails, website or instant message and should not delete texts or e-mails. Employees are advised to take screen prints of messages or web pages and be careful to record the time, date and place of the site.

10.4 Staff are encouraged to report all incidents of cyberbullying to their line manager or the headteacher. All such incidents will be taken seriously and will be dealt with in consideration of the wishes of the person who has reported the incident. It is for the individual who is being bullied to decide whether they wish to report the actions to the police.

11. Breaches of this Policy

11.1 Any breach of this policy that leads to a breach of confidentiality, defamation or damage to the reputation of REAch2 Academy Trust or any illegal acts or acts that render REAch2 Academy Trust liable to third parties will be fully investigated. Where it is found that there has been a breach of the policy this may result in action being taken under the Disciplinary Procedure. REAch2's disciplinary policy can be found on our policies webpage: http://reach2.org/governance-policy/policies/

11.2 Whilst every attempt has been made to cover a wide range of situations, it is recognised that this policy cannot cover all eventualities. There may be times when professional judgements are made in situations not covered by this document, or which directly contravene the standards outlined in this document. It is expected that in these circumstances staff will always advise the headteacher of the justification for any such action already taken or proposed. The headteacher will in turn seek advice from REAch2's head of communications where appropriate. This policy takes account of employment legislation and best practice guidelines in relation to social networking in addition to the legal obligations of governing bodies and the relevant legislation.

11.3 Guidelines for safe Social Media usage can be found on the following websites:

- http://www.staysafeonline.org/stay-safe-online/protect-your-personal-information/social-networks
- http://www.childline.org.uk/explore/onlinesafety/pages/socialnetworking.aspx
- http://www.getsafeonline.org/social-networking/social-networking-sites/#.Uq7_0lPs084
- http://www.bbc.co.uk/webwise/courses/social-media-basics/lessons/stay-safe-on-social-networks

12. Link with Other Policies

12.1 This policy should be read in conjunction with the following school policies:

- *Schools' Information and ICT Security Policy;*

- *Equality Plan;*

- *Safeguarding & Child Protection Policy.*

12.2 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.

13. Review of Policy

13.1 Due to the ever changing nature of information and communication technologies it is best practice that this policy be reviewed annually.

14. REAch2 E-Safety Social Media Policy Agreement

<u>Staff Agreement</u>

I have read and understood the REAch2 E-Safety Social Media Policy. I agree to abide by the rules set out in this policy and in the school's staff handbook / code of conduct. I understand that failing to abide by this policy may result in disciplinary action.

Name: ....

Signed:..

Date:...

Role:...