King Edwin Primary & Nursery School

Social Media Policy

Introduction

King Edwin School recognizes that social media will play a key part in successfully communicating and engaging with the local existing parent community and surrounding areas.

The School will use social media as a tool to celebrate the wonderful achievements of the children in our school and to communicate what is happening in school with parents and the local community. As part of the Computing Curriculum, children need to be aware of how the internet works and how in the modern world people communicate and collaborate online through different media. Currently, King Edwin School has a Twitter and Facebook account. The Facebook account is open, so any potential parents and the local community can see what is going on in school. On the other hand, our Twitter account is closed and the school requires consent for media of children to be posted on the site. Parents will then request to follow the school.

The school believes that ICT and computing:

- Gives pupils immediate access to a rich source of materials

- Can present information in new ways which help pupils understand access and use it more readily

- Can motivate and enthuse pupils

- Can help pupils focus and concentrate

- Offers potential for effective group working

- Has the flexibility to meet the individual needs and abilities of each pupil

Appropriate use of Social Media

Social media websites are being used increasingly to fuel campaigns and complaints against schools, Head teachers, school staff, and in some cases, other parents/pupils. King Edwin School considers social media websites being used in this way as unacceptable and not in the best interests of the children or the whole school community. Concerns may be addressed by the Class Teacher, a member of the Senior Leadership Team or the Head teacher, and should be dealt with fairly, appropriately and effectively for all concerned.

In the event that any pupil or parent/carer of a child/ren being educated at King Edwin School is found to be posting libellous or defamatory comments on social network sites, they will be reported to the appropriate 'report abuse' section of the network site. All social network sites have clear rules about the content which can be posted on the site and they provide robust mechanisms to report contact or activity which breaches this. The school will also expect that any parent/carer or pupil removes such comments immediately. Please refer to the Parent/Carer Code of Conduct for further information.

The core values of the school, its strengths and character will be reflected in all communications where possible.

Objectives

By the end of Key Stage 1 pupils should be taught to:

- Use technology purposefully to create, organise, store, manipulate and retrieve digital content.

- Recognise common uses of information technology beyond school.

- Use technology safely and respectfully, keeping personal information private, identify where to go for help and support when they have concerns about content or contact on the internet or other online technologies.

By the end of Key Stage 2 pupils should be taught to:

- Understand computer networks including the internet; how they can provide multiple services, such as the worldwide web; and the opportunities they offer for communication and collaboration.

- Use search technologies effectively, appreciate how results are selected and ranked and be discerning in evaluating digital content.

- Select, use and combine a variety of software (including internet services) on a range of digital devices to design and create a range of programs, systems that accomplish given goals, including collecting, analysing, evaluating and presenting data and information.

- Use technology safely and respectfully, keeping personal information private, identify where to go for help and support when they have concerns about content or contact on the internet or other online technologies.

Comments posted by parents/carers

Parents and carers will be made aware of their responsibilities regarding their use of social networking. Methods of school communication include the prospectus, the website, newsletters, letters and verbal discussion.

i. Parents should not post pictures of pupils other than their own children on social networking sites.

ii. Parents should make complaints through official school channels rather than posting them on social networking sites.

iii. Parents should not post malicious or fictitious comments on social networking sites about any member of the school community. In serious cases the school will also consider its legal options to deal with any such misuse of social networking and other sites. Additionally, and perhaps more importantly, is the issue of cyber bullying and the use by any member of the school community to publicly humiliate another by inappropriate social network entry. We will take and deal with this as a serious incident of school bullying.

If negative posts replying to or mentioning the school are made on the Twitter account

When responding to online abuse:

• Never retaliate or become personally engaged with the incident.

• Keep any records of abuse by taking screen shots and logging

   the time, date and web address (URL).

• Inform the appropriate person (for example, the head teacher).

Publishing Information on Social Media

Class teachers will be in charge of publishing information and photographs and/or videos of children within school on Twitter. At the start of the year, parents give permission/consent regarding social media in order for school to publish videos/photographs of children. It is the class teacher's responsibility to ensure they know who has consent and who does not.

Safeguarding of Children
- Use of Mobile Phones and Digital Photography

Children have their photographs taken to provide evidence of their achievements for their development records (The Early Years Foundation Stage, EYFS 2007). Staff, visitors, volunteers, governors and students are not permitted to use their own mobile phones or other devices to take or record any images of school children for their own records during the school day.

Procedures:

i. Under the data protection, school must seek parental consent to take photographs and use video recorders. Photographs will be stored on the school network, which is password protected until the school ceases to operate, should this occur, then all photographs will be shredded or deleted from the school network.

ii. The school's digital cameras must not leave the school setting (unless on an educational visit). Photographs are printed in the setting by staff and images are then removed from the camera memory.

iii. Often, photographs may contain other children in the background.

iv. Events such as Sports Day, outings, Christmas and fundraising events may be recorded by video and photographs by staff and parent/carers, but always in full view of all attending. Parents must not post photographs or video containing other children on social media websites.

v. On occasion, the school might like to use photographs of children taking part in an activity to advertise/promote the school via the website etc, however, in this instance, specific parental permission will be required.

Only children who have parental permission for Twitter will be used on the social media site. Facebook will be an open page, but children's faces will not be published.

Parental involvement

Parents are encouraged to support the implementation of ICT and computing where possible by encouraging use of ICT and computing skills at home during home-learning tasks and through the school website and the school learning platforms (Doodle Maths and Purple Mash). They will be made aware of e-safety at parent workshops and letters sent home.

Parents and carers will also have the opportunity to complete an E-learning course, supported by National Online Safety, who provide CPD for Schools, including all stake holders.

Social Media Team

The Social Media Team takes the strategic responsibility for guiding and leading all staff in their use of the school social media platforms. This includes training, use, support and strategic developments.

The concept behind having a Social Media Team is to help the school improve its communications with the wider community. The Team develops school communication strategies and is the main point of connection for the wider school community, particularly where Facebook is being used.

On any given day, members of the wider school community might use social media to:

- Make initial contact to inform themselves about the school and what it has to offer to its pupils
- Keep alumni active in the school's community
- Share news and promote events to keep the online audience up-to-date with what's going on at school
- Develop and manage the school's reputation by looking out for criticisms or negative messages and reacting appropriately
- Foster community between students by starting conversations and connecting people

#KingEdwinners

The School's Twitter account is a private account and can only be accessed by application to the School and with permission being granted by the Headteacher. However, the School has also initiated a campaign on Twitter using the hashtag #KingEdwinners. Through this campaign, the School seeks to engage more widely with an audience beyond the school community.

Social Media Team Members:

Anthony Bandy (Assistant Headteacher, SLT)

Andy Callaghan-Wetton (Headteacher)

Jodie Stafford (Foundation Lead, SLT)

Lindey Marsh (Deputy Headteacher, SLT)

Rachel Shepherd (Teaching Assistant, Parent)

Kurt Lewis (Computing Lead)