St Peter's C of E (Aided) Primary School
Little Green Lane, Farnham, Surrey, GU9 8TF
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Our Vision Statement

"At St Peter's we have high expectations where everyone achieves and succeeds within a safe, inclusive Christian community. We promote independence, respect and empathy. Through an exciting curriculum, children are inspired to become lifelong learners and active world citizens."

SOCIAL MEDIA

Person Responsible:	Head Teacher
Committee Responsible:	People Strategy & Wellbeing
Review Period:	Every 3 years or in light of any new regulation
Status:	Optional
Date Adopted:	Summer Term 2021
Next review:	Summer Term 2024
Ratified by Governors:	7 May 2021

(based on a model policy from The Key)

Social media and social networking sites play an important role in the lives of many people. We recognise that sites bring risks, but equally there are many benefits. This policy gives clarity to the way in which social media/mobile phones are to be used by pupils, staff, governors, visitors and volunteers at St Peter's C of E Primary School. It will also provide guidance for parents.

There are four key areas:
  A. The use of social networking sites by pupils within school
  B. Use of social networking by staff in a personal capacity
  C. Comments posted by parents/carers
  D. Dealing with incidents of online bullying

A. The use of social networking sites by pupils *within* school

The school's Acceptable Use Policy (AUP) outlines the rules for using IT in school and these rules therefore apply to use of social networking sites. Such sites should not be used/accessed in school unless under the direction of a teacher and for a purpose clearly apparent from the learning objective of the relevant learning experience. If social media sites are used, then staff should carry out a risk assessment to determine which tools are appropriate.

Social Media sites to be used in school include blogging sites (Purple Mash) and Twitter. Parents will give permission for children to access these sites in school as well as permission for images of their child / child's work to be included on the site. (See Social Media consent form)

In terms of private use of social networking sites by a child, it is generally understood that children under the age of 13 are not permitted to be registered, including Facebook and Instagram to name two. Therefore, no pupil at St Peter's should have a social media account.

B. Use of social networking by staff in a *personal* capacity

It is possible that staff 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.

Staff are ambassadors for the school and are expected to act in support of the school at all times. Staff should not engage or condone any negative issues raised online.   Guidelines are issued to staff:

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- **Staff are not permitted to follow or engage with current or prior pupils of the school on any personal social media network account**
- Staff must **never** add pupils as 'friends' into their personal accounts (including past pupils aged under 16).
- Staff are **strongly advised** not to add parents as 'friends' into their personal accounts.
- Staff **must not** post comments about the school, pupils, parents or colleagues including members of the Governing Body, volunteers or visitors.
- Staff must not use social networking sites within lesson times (for personal use).
- Teachers should only use social networking in a way that does not conflict with the current National Teacher's Standards.
- Staff should review and adjust their privacy settings to give them the appropriate level of privacy and confidentiality.
- Staff should read and comply with 'Guidance for Safer Working Practice for Adults Who Work with Children and Young People' (available in the Staffroom).
- Inappropriate use by staff should be referred to the Head Teacher in the first instance and may lead to disciplinary action.
- Staff must not share any personal data via social media and must adhere to guidance published in the school's Data Protection policy and in any government UKGDPR guidance.

C. Comments posted by parents/carers/others

- Parents and carers will be made aware of their responsibilities regarding their use of social networking, via the Parent Handbook, Home/School Agreement and reminders in the Newsletter. Methods of communication between school and parents include school website, newsletters, letters and verbal discussion. These channels should be used to resolve any issue. Details should never be posted on social media.
- Effective communication following principles of mutual respect is the best means of ensuring the best learning experiences for the child.
- Parents must not post pictures of pupils, other than their own children, on social networking sites where these photographs have been taken at a school event.
- Parents should make complaints through official school channels rather than posting them on social networking sites.
- Parents should not post malicious or fictitious comments on social networking sites about any member of the school community.

- Any organisation hiring school premises will be asked not to post adverse comments about the school.

D. Dealing with incidents of online bullying/inappropriate use of social networking sites

The school's Anti-Bullying Policy sets out the processes and sanctions regarding any type of bullying by a child on the school roll.

In the case of inappropriate use of social networking by parents, the Governing Body will contact the parent asking them to remove such comments and seek redress through the appropriate channels such as the Complaints Policy. Further guidance can be found in a Surrey County Council document 'Dealing with Adverse Comments and Complaints against Schools on Social Networking Sites (2014)'.

The Governing Body understands that there are circumstances in which police involvement is appropriate. These include where postings have a racist element or where violence is threatened or encouraged. Furthermore, laws of

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defamation and privacy still apply to the web and it is unlawful for statements to be written which:
- expose (an individual) to hatred, ridicule or contempt
- cause (an individual) to be shunned or avoided
- lower (an individual's) standing in the estimation of right-thinking members of society or disparage (an individual in their) business, trade, office or profession. (National Association of Head Teachers)

Appendix A

Managing your personal use of Social Media:
- Nothing on social media is truly private
- Social media can blur the lines between your professional and private life. Don't use the school logo and/or branding on personal accounts
- Check your settings regularly and test your privacy
- Keep an eye on your digital footprint
- Keep your personal information private
- Regularly review your connections – keep them to those you want to be connected to
- When posting online consider; scale, audience and permanency of what you post
- If you want to criticise, do it politely
- Take control of your images – do you want to be tagged in an image? What would children or parents say about you if they could see your images?
- Know how to report a problem

Appendix B

11 Tips for protecting your privacy

If you are new to working in schools or new to social media, one thing you should definitely do before you step foot in the classroom is check your Facebook privacy settings. Pupils and parents love to have the inside scoop on school staff and you can be sure they'll be checking out your online profiles. To keep your posts and photos private, here is some advice for users of Facebook:

1. Some things will always be public

No matter what you do, your profile picture, cover picture and name will always be public on Facebook. For this reason, it is especially important that the photos you use for your profile and cover pictures are not compromising. It's probably best to go for a pretty generic picture that reflects well on you or one that avoids revealing your identity at all.

Once a picture is no longer a profile or cover picture you can go back and edit the privacy settings so that the picture is no longer public.

2. Take the Privacy Checkup

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A good way of checking who can see your Facebook posts is to take the Privacy Checkup. By clicking on the lock symbol on the Facebook toolbar, you'll be guided through the three-part Privacy Checkup. From here you can quickly change who sees your posts and profile information.

3. Check your current privacy settings

Did you know that privacy settings on Facebook are 'sticky'? This means that if your last post was public, your next one will also be public unless you change the privacy settings again. Before you post anything online know who will see the post. If the little globe icon appears, your post will be public for anyone to see.

4. View your profile as public

Another Facebook tool, which is useful for ensuring you're not over sharing, is the 'View as' option. This option allows you to see your profile from the perspective of a particular friend or as if you were just a member of the general public. By viewing your profile as public you can quickly see if you're sharing too much information.

To access the 'View as' tool, click on the three dots (ellipsis) beside the View Activity Log button, at the top of your profile page.

5. Clean up your past
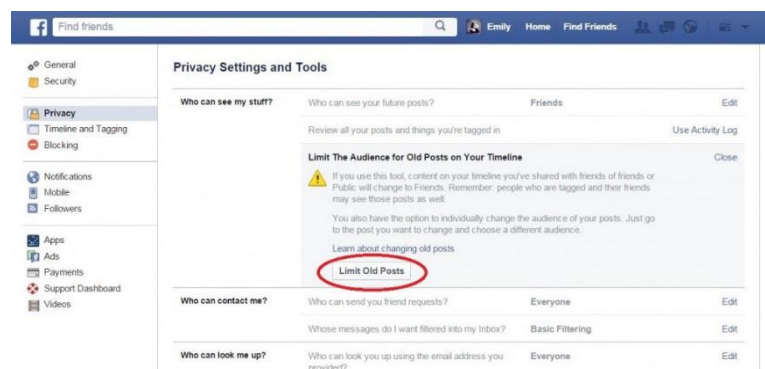
When you first start working in school it is important to look back at posts from your early days on Facebook. There might be some pictures from before you started worrying about your privacy settings. To avoid having to go through each post individually, use the 'Limit Old Posts' option. This will change the privacy of all past posts from public or friends of friends to friends only.
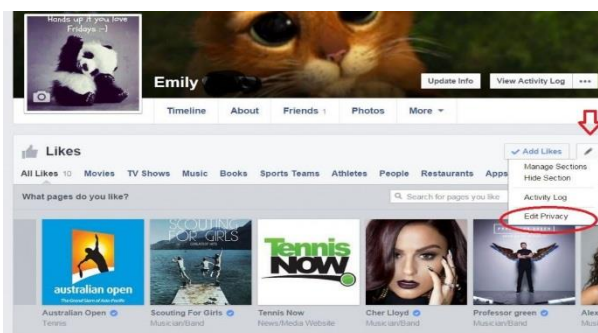
To access the Limit Old Posts tool, go to Settings and then to Privacy.

6. Beware of embarrassing 'likes'

An aspect of your profile that is harder to control than others is the Likes section. Even when you've limited the audience for your old posts, the things you 'like' are often still visible to the public.

To make sure your students don't uncover your secret obsessions, you can edit the privacy of your Likes. Simply go into the Manage section of your Likes and then use the Edit Privacy option to readjust who can see the pages you like.

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7. Protect your friends from prying eyes

The six degrees of separation theory says that everyone can be connected by a maximum of six steps. However, when it comes to Facebook, everyone seems to be even closer. One problem staff frequently experience on Facebook is that once students find one member of staff, they quickly find lots of others through each other's pages.

To prevent students from finding other staff through your Facebook page, edit the privacy of your friends list. You can do this by going to the Friends tab on your profile and then hitting the pencil icon (or 'Manage' button) in the top right-hand corner.
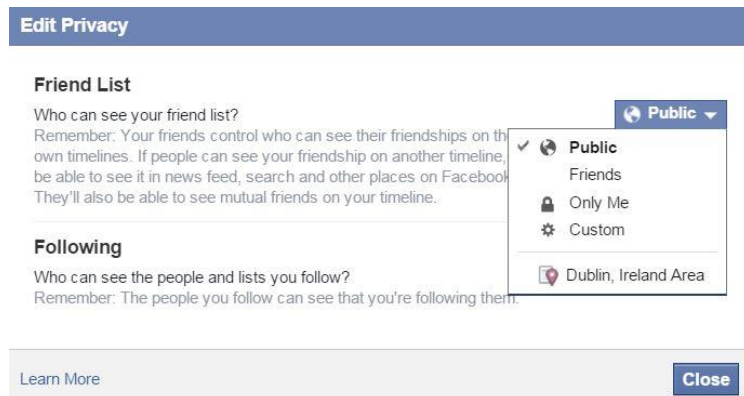
8. Control your apps

When we see a new app we want to try, it's not unusual to agree to everything without reading the terms and conditions. Sometimes we might be giving these apps permission to post to our Facebook timelines. Usually this is fine but make sure you're the one who's in control and that you know which apps are posting publicly on your behalf. You can check your apps usage through your Settings tab.

9. Anyone can find you on Facebook

While you can prevent external search engines from linking to your profile, every Facebook user (even a minor) is searchable through Facebook's own search engine. If your students know how to spell your name, chances are they will be able to find you.

While you can't stop people from searching for you on Facebook, you can limit who can send you friend requests, through your privacy settings. Another solution staff have come up with, for limiting unwanted attention from students, is to alter the spelling of their names or use middle names rather than last names.

## 10. Prevent search engines from linking to your profile

Everyone knows that if you want to find something out you simply 'ask Google'. Whether you are researching a topic or looking someone up, the world's largest search engine is the first port of call. One way to make it more difficult for students to find you online is to prevent Google, and other search engines, from listing your profile in search results.

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To prevent search engine from listing your timeline, edit the search engine option through your Privacy Settings. It's important to note that posts you share publicly might still appear in search results, even if your timeline itself is not listed in search results.

11. Keep an eye on your tags
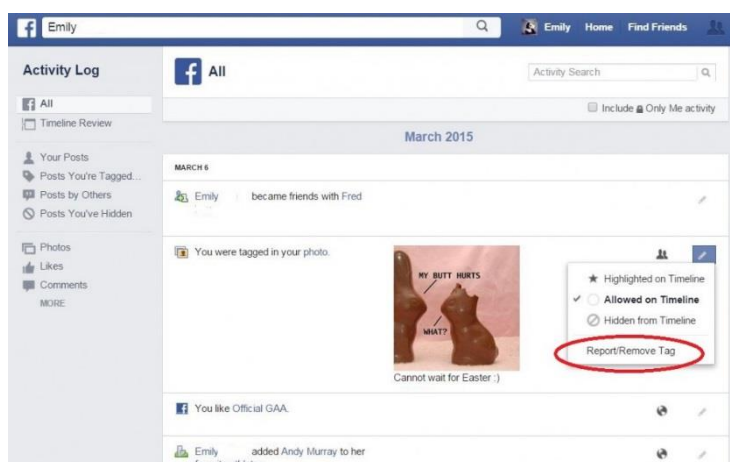
Even close friends will sometimes tag you in unflattering pictures or mention you in posts you'd rather not be tagged in, without thinking. If you're not happy with a post you've been tagged in you can remove the tag.   Alternatively, you can ask the friend who tagged you to delete the original post.

The reason you need to be particularly careful about the photos you're tagged in is that you don't have control over the audience who sees the photo. Your friend might choose to make the photo public. Review, remove or report unwanted tags through your Activity Log.

While you can't prevent people from tagging you in posts, you can limit the tags that appear on your timeline. Do this through editing the options in the Timeline and Tagging section in Settings.