



Social Media Policy

Rosebrook Primary School

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1. Statement of intent

Rosebrook Primary School understands that social media is a growing part of life outside of school. We have a responsibility to safeguard our pupils against potential dangers when accessing the internet at school, and to educate our pupils about how to protect themselves online when outside of school.

We are committed to:

- Encouraging the responsible use of social media by all staff, parents and pupils in support of the school's mission, values and objectives.
- Protecting our pupils from the dangers of social media.
- Preventing and avoiding damage to the reputation of the school through irresponsible use of social media.
- Protecting our staff from cyberbullying and potentially career damaging behaviour.
- Arranging online safety meetings for parents.

2. Legal framework

This policy has due regard to all relevant legislation and statutory guidance including, but not limited to, the following:

- DfE (2018) 'Data protection: a toolkit for schools'
- The UK General Data Protection Regulation (UK GDPR)
- The Data Protection Act 2018
- The Computer Misuse Act 1990, amended by the Police and Justice Act 2006
- The Freedom of Information Act 2000
- The Safeguarding Vulnerable Groups Act 2006
- Equality Act 2010
- DfE (2022) 'Keeping children safe in education 2022'.

This policy operates in conjunction with the following school policies:

- Technology Acceptable Use Agreement for Older Pupils and Staff
- Home-School Agreement
- Online Safety Policy
- Behaviour Policy
- Complaints Procedures Policy
- Anti-bullying Policy
- Allegations of Abuse Against Staff Policy
- Staff Code of Conduct / Behaviour Policy
- Data and Cyber-Security Breach Prevention and Management Plan
- Safeguarding & Child Protection Policy
- Disciplinary Policy and Procedure

3. Roles and responsibilities

The Headteacher is responsible for:

- The overall implementation of this policy and ensuring that all staff, parents and pupils are aware of their responsibilities in relation to social media use.
- Promoting safer working practices and standards with regards to the use of social media.

- Establishing clear expectations of behaviour for social media use.
- Ensuring that this policy, as written, does not discriminate on any grounds, including against any of the protected characteristics, as outlined in the Equality Act 2010.
- In conjunction with the governing board, handling complaints regarding this policy and its provisions in line with the school's Complaints Procedures Policy.
- Implementing appropriate sanctions and disciplinary methods where there is a breach of this policy.
- Taking steps to minimise the amount of misplaced or malicious allegations in relation to social media use.
- Working alongside the online safety officer and data protection officer (DPO) to ensure appropriate security measures are implemented and compliance with UK GDPR.

The Local Academy Committee is responsible for:

- Ensuring the DSL's remit covers online safety.
- Reviewing this policy on an annual basis.
- Ensuring their own knowledge of online safety issues is up to date.
- Ensuring all staff undergo safeguarding and child protection training, including online safety, at induction.

Staff members are responsible for:

- Adhering to the principles outlined in this policy and the Technology Acceptable Use Agreement for Staff.
- Ensuring pupils adhere to the principles outlined in this policy and that it is implemented fairly and consistently in the classroom.
- Reporting any social media misuse by staff, pupils or parents to the headteacher immediately.
- Attending any training on social media use offered by the school.

Parents are responsible for:

- Adhering to the principles outlined in this policy and the Social Media Code of Conduct for Parents.
- Taking appropriate responsibility for their use of social media and the influence on their children at home.
- Promoting safe social media behaviour for both them and their children.
- Attending online safety meetings held by the school wherever possible.
- Not engaging in activities involving social media which might bring the school into disrepute.
- Not representing their personal views as those of the school on any social medium.
- Acting in the best interests of pupils when creating, participating in or contributing to social media sites.

Pupils are responsible for:

- Adhering to the principles outlined in this policy and the Behaviour Policy.
- Ensuring they understand how to use social media appropriately and stay safe online.
- Seeking help from school staff if they are concerned about something they or a peer have experienced online.
- Reporting online safety incidents and concerns in line with the procedures within this policy.
- Demonstrating the same high standards of behaviour as expected within the school.

The Senior Leadership Team is responsible for:

- Monitoring and reviewing all school-run social media accounts.
- Vetting and approving individuals who wish to be 'friends' or 'followers' on the school's social media platforms.
- Consulting with staff on the purpose of the social media account and the content published.
- Maintaining a log of inappropriate comments or abuse relating to the school.
- Handling inappropriate comments or abuse posted on the school's social media accounts, or regarding the school.
- Creating a terms of use agreement, which all content published must be in accordance with.
- Ensuring that enough resources are provided to keep the content of the social media accounts up-to-date and relevant.

ICT technicians are responsible for:

- Ensuring that the school's filtering and monitoring systems are updated as appropriate.

4. Definitions

For the purpose of this policy, the school defines "social media" as any online platform that offers real-time interaction between the user and other individuals or groups including, but not limited to, the following:

- Blogs.
- Online discussion forums, such as Netmums.
- Collaborative spaces, such as Facebook.
- Media-sharing devices, such as YouTube.
- 'Micro-blogging' applications, such as Twitter.
- Internal collaborative spaces, such as Class Dojo.

For the purpose of this policy, "cyberbullying" is defined as any social media or communication technology intentionally used to bully an individual or group, including the posting or sharing of messages, images or videos.

For the purpose of this policy, "members of the school community" are defined as any teacher, member of support staff, pupil, parent of a pupil, local academy committee (LAC) member or ex-pupil.

5. Data Protection Principles

The school will obtain consent from pupils and parents at the beginning of their time at Rosebrook (or more frequently in the event of significant technological developments) using the overall consent form, which will confirm whether or not consent is given for posting images and videos of a pupil on social media platforms. The consent will be valid for the entire time at Rosebrook. Consent provided for the use of images and videos only applies to school accounts – staff, pupils and parents are not permitted to post any imagery or videos on personal accounts.

A record of consent is maintained by the admin team and can be accessed by all staff members who have been granted permission to the shared portal on Teams. It is a live document and can be amended as and when required. It details the pupils for whom consent has been provided.

Parents and pupils are able to withdraw or amend their consent at any time. To do so, parents must inform the school in writing. Where parents withdraw or amend their consent, it will not affect the processing of any images or videos prior to when consent was withdrawn or amended. Processing

will cease in line with parents' requirements following this. Wherever it is reasonably practicable to do so, the school will take measures to remove any posts before consent was withdrawn or amended, such as removing an image from a social media site.

Consent can be provided for certain principles only, for example only images of a pupil are permitted to be posted, and not videos. This will be made explicitly clear on the consent form provided. The school will only post images and videos of pupils for whom consent has been received.

Only school-owned devices will be used to take images and videos of the school community, which have been pre-approved by the Headteacher or DSL for use. Only appropriate images and videos of pupils will be posted in which they are suitably dressed, i.e. it would not be suitable to display an image of a pupil in swimwear.

When posting on social media, the school will use group or class images or videos with general labels, e.g. 'sports day'.

When posting images and videos of pupils, the school will apply data minimisation techniques, such as pseudonymisation (blurring a photograph), to reduce the risk of a pupil being identified. The school will not post pupils' personal details on social media platforms and pupils' full names will never be used alongside any videos or images in which they are present.

Before posting on social media, staff will:

- Refer to the consent record log on Teams to ensure consent has been received for that pupil and for the exact processing activities required.
- Ensure that there is no additional identifying information relating to a pupil.

Any breaches of the data protection principles will be handled in accordance with the school's Data and Cyber-security Breach Prevention and Management Plan.

6. Staff social media use

6.1. School accounts

The school's social media sites will only be created and monitored by the Senior Leadership Team and other designated staff members. There will be a strong pedagogical or business reason for the creation of social media accounts on behalf of the school; official school profiles and accounts will not be created for trivial reasons.

If members of staff wish to create a new social media account, they will send their request to the Headteacher who will consult with the Senior Leadership Team about the purpose of the proposed site and its content.

A school social media account will be entirely separate from any personal social media accounts held by staff members and will be linked to an official school email account.

Consideration will be given to the following aspects:

- The purpose for using social media.
- Whether the overall investment will achieve the pedagogical aim
- The level of interactive engagement with the site

- Whether pupils, staff, parents or members of the public will be able to contribute content to the account.
- How much time and effort staff members are willing to commit to the proposed site.
- A clear plan which outlines aspects such as how long the site will last.
- How the success of the site will be evaluated

School social media passwords are kept by the Headteacher – these are not shared with any unauthorised persons, including pupils, unless otherwise permitted by the Headteacher. Staff will adhere to the data protection principles outlined in section 4 of this policy at all times.

Staff will ensure any posts are positive in nature and relevant to pupils, the work of staff, the school or any achievements. Staff will not post any content online which is damaging to the school or any of its staff or pupils.

All content expressed on school social media accounts will not breach copyright, data protection or freedom of information legislation.

If staff members are in any doubt about the content of the post, they will ensure the Headteacher has checked it before anything is posted on social media. If staff wish for reminders to be posted for parents, e.g. returning slips for a school trip, staff will seek permission from the Headteacher before anything is posted.

If inappropriate content is accessed online, this will be reported immediately to the DSL or a member of the Safeguarding Team as this will be flagged by the school's filtering system: the Securly.com. The DSLs retain the right to monitor staff members' internet usage in line with the Data and Cyber-security Breach Prevention and Management Plan.

The school's social media accounts will comply with site rules at all times, particularly with regards to the minimum age limit for use of the site. It will be noted that each networking site has their own rules which must be followed – a member of the wider Leadership Team (FLT) will induct staff to each new social media platform, providing them with the relevant training and information.

6.2. Personal accounts

Staff members will not access social media platforms during lesson times, but they are permitted to use social media during break times. Staff will not use social media in front of pupils.

Staff members will not use any school-owned mobile devices to access personal accounts, unless it is beneficial to the material being taught – prior permission will be sought from the Headteacher or member of the Safeguarding Team. Staff are not permitted to use the school's Wi-Fi network to access personal accounts, unless otherwise permitted by the Headteacher, and once the IT provider has ensured the necessary network security controls are applied.

Staff will not 'friend', 'follow' or otherwise contact pupils or parents through their personal social media accounts. If pupils or parents attempt to 'friend' or 'follow' a staff member, they will report this to the Headteacher.

Staff members will not provide their home address, phone number, mobile number, social networking details or email addresses to pupils or parents – any contact with pupils or parents will be done through authorised school contact channels. Staff members will use their school email address for school business and personal email address for their private correspondence; the two should not be mixed.

Staff members will ensure the necessary privacy controls are applied to personal accounts and will avoid identifying themselves as an employee of the school on their personal social media accounts. Where staff members use social media in a personal capacity, they will ensure it is clear that views are personal and are not those of the school.

No staff member will post any content online that is damaging to the school or any of its staff or pupils. Staff members will not post any information which could identify a pupil, class or the school – this includes any images, videos and personal information. Staff will not take any posts, images or videos from social media that belong to the school for their own personal use. Staff members will not post anonymously or under an alias to evade the guidance given in this policy.

Breaches of this policy by members of staff will be taken seriously, and in the event of illegal, defamatory or discriminatory content, could lead to prosecution, disciplinary action or dismissal. Members of staff will be aware that if their out-of-work activity brings the school into disrepute, disciplinary action will be taken.

Attempts to bully, coerce or manipulate members of the school community via social media by members of staff will be dealt with as a disciplinary matter.

Social media will not be used as a platform to attack, insult, abuse or defame pupils, their family members, colleagues or other professionals.

Staff members' personal information will not be discussed on social media.

7. Parent social media use

Parents are able to comment on or respond to information shared via most social media sites; however, parents should do so in a way which does not damage the reputation of the school.

Parents will be asked not to share any photos or personal details of pupils when commenting on school social media sites, nor post comments concerning other pupils or staff members, in accordance with the Nuisance & Disturbance Policy.

Any parents that are seen to be breaching the guidance in this policy will be required to discuss it with a member of the SLT. Any potentially damaging remarks or comments of a derogatory nature will be hidden or removed in the first instance until the discussion can take place. Failure by the parents to understand the impact of such comments may result in their ability to interact with the social media websites being removed. Breaches of this policy will be taken seriously, and in the event of illegal, defamatory or discriminatory content could lead to prosecution.

8. Pupil social media use

Pupils will not access social media during lesson time, unless it is part of a curriculum activity. Pupils are not permitted to use the school's Wi-Fi network to access any social media platforms unless prior permission has been sought from the Headteacher, and the online safety officer has ensured appropriate network security measures are applied.

Pupils will not attempt to 'friend', 'follow' or otherwise contact members of staff through their personal social media accounts. Pupils are only permitted to be affiliates of school social media accounts. Where a pupil or parent attempts to "friend" or 'follow' a staff member on their personal account, it will be reported to the DSLs.

Pupils will not post any content online which is damaging to the school or any of its staff or pupils. Pupils will not post anonymously or under an alias to evade the guidance given in this policy.

Pupils are instructed not to sign up to any social media sites that have an age restriction above the pupil's age.

If inappropriate content is accessed online on school premises, it will be captured by the filtering system and immediately sent to the DSLs who will deal with it sensitively.

Breaches of this policy will be taken seriously, and in the event of illegal, defamatory or discriminatory content, could lead to exclusion.

9. Online safety

Any disclosures made by pupils to staff about online abuse, harassment or exploitation, whether they are the victim or disclosing on behalf of another child, will be handled in line with the Safeguarding & Child Protection Policy.

Concerns regarding a staff member's online behaviour will be reported to the Headteacher, who will decide on the best course of action in line with the relevant policies, e.g. the Staff Behaviour Policy, Allegations of Abuse Against Staff Policy, Low-Level Concerns Policy and Disciplinary Policy and Procedures. If the concern is about the Headteacher, it will be reported to the Chair of the LAC.

Concerns regarding a pupil's online behaviour will be reported to the DSLs, who will investigate any concerns with relevant staff members, e.g. the Headteacher and ICT technicians, and manage concerns in accordance with relevant policies depending on their nature.

Where there is a concern that illegal activity has taken place, the Headteacher will contact the police. The school will avoid unnecessarily criminalising pupils, e.g. calling the police, where criminal behaviour is thought to be inadvertent and as a result of ignorance or normal developmental curiosity, e.g. a pupil has taken and distributed indecent imagery of themselves. The DSLs will decide in which cases this response is appropriate and will manage such cases in line with the Safeguarding and Child Protection Policy.

As part of the usual communication with parents, the school will reinforce the importance of pupils being safe online and inform parents what systems the school uses to filter and monitor online use. The school will also make it clear to parents what their children are being asked to do online for school, including what sites they will be asked to access and who from the school, if anyone, they will be interacting with online.

10. Blocked content

In accordance with the school's Data and Cyber-security Breach Prevention and Management Plan, the IT provider will install firewalls on the school's network to prevent access to certain websites.

The IT provider and DSLs retain the right to monitor staff and pupil access to websites when using the school's network and on school-owned devices.

Attempts made to circumvent the network's firewalls will result in a ban from using school computing equipment, other than with close supervision.

Inappropriate content accessed on the school's computers will be reported to the IT provider so that the site can be blocked. Requests may be made to access erroneously blocked content by

submitting a blocked content access form to the IT provider, which will be approved by the Headteacher or DSL.

11. Cyberbullying

Cyberbullying incidents are taken seriously at Rosebrook. Any reports of cyberbullying on social media platforms by pupils will be handled in accordance with the Anti-bullying Policy.

Cyberbullying against pupils or staff is not tolerated under any circumstances. Incidents of cyberbullying are dealt with quickly and effectively wherever they occur in line with the Anti-bullying Policy. Allegations of cyberbullying from staff members will be handled in accordance with the Allegations of Abuse Against Staff Policy.

12. Training

The school recognises that early intervention can protect pupils who may be at risk of cyberbullying or negative social media behaviour. As such, those staff members who work directly with children will receive training in identifying potentially at-risk pupils. Teachers and support staff will receive training on social media as part of their new starter induction. Teachers and support staff will receive annual and ongoing training as part of their development.

Pupils will be educated about online safety and appropriate social media use on a termly basis through a variety of mediums, including assemblies, PSHCE lessons and cross-curricular links. Pupils will be provided with material to reinforce their knowledge.

Parents will be invited to online safety and social media training on an annual basis and provided with relevant resources.

Training for all pupils, staff and parents will be refreshed in light of any significant incidents or changes.

13. Monitoring & Review

This policy will be reviewed on a bi-annual basis by the Headteacher and LAC.

Any changes made to this policy will be communicated to all staff, pupils and parents.