

Birkdale High School



Birkdale
High School

Aspire - Thrive - Succeed

Social Media Policy



Birkdale High School Social media Policy

<i>Date of Policy:</i>	<i>June 2015</i>
<i>Members of staff responsible:</i>	<i>Assistant Headteacher (Mr Pryor)</i>
<i>Review date:</i>	<i>June 2017 – every 2 years</i>

Rationale

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 school, 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.

The purpose of the policy is to:

Protect the school from legal risks
Ensure that the reputation of the school, its staff and governors is protected
Safeguard all children
Ensure that any users are able clearly to distinguish where information provided via social media is legitimately representative of the school

Definitions and Scope

This document applies to all staff who work in the school. This includes all teaching and non-teaching staff. The general principles set out in this policy should also be followed by adults who work at the school but are not employed by the school.

Social networking applications include, but are not limited to: Blogs, Online discussion forums, Collaborative spaces, Media sharing services, 'Microblogging' applications, and online gaming environments. Examples include Twitter, Facebook, Windows Live Messenger, YouTube, Flickr, Xbox Live, Blogger, Tumblr, Last.fm, and comment streams on public websites such as newspaper site. Many of the principles of this policy also apply to other types of online presence such as virtual worlds.

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

Use of Social Media in practice

Personal use of social media

- School staff will not invite, accept or engage in communications with parents or children from the school community in any personal social media whilst in employment at Birkdale High School.
- Any communication received from children on any personal social media sites must be reported to the designated person for Child Protection (Assistant Headteacher – Pastoral)
- 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
- Members of the school staff are strongly advised to set all privacy settings to the highest possible levels on all personal social media accounts
- 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 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

School-sanctioned use of social media

There are many legitimate uses of social media within the curriculum and to support students' learning. For example, the school has an official Twitter account. There are also many possibilities for using social media to enhance and develop students' learning. When using social media for educational purposes, the following practices must be observed:

- Staff should set up a distinct and dedicated social media site or account for educational purposes. This should be entirely separate from any personal social media accounts held by that member of staff, and ideally should be linked to an official school email account.
- The URL and identity of the site should be notified to the appropriate Head of Department / Faculty and member of the SLT before access is permitted for students
- The content of any school-sanctioned social media site should be solely professional and should reflect well on the school.
- 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
- 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 member of SLT
- Staff should not engage with any direct messaging of students through social media where the message is not public
- All social media accounts created for educational purposes should include a link in the About or Info page to the ICT Acceptable Use Policy on the school website. This will indicate that the account is officially sanctioned by Birkdale High School.

Social media and networking sites and cyberbullying

(i) Staff should never use social media to abuse or bully or otherwise comment about colleagues, pupils, carers of the pupils or anyone associated in the wider context of the school (e.g. member of the Governing Body, Local Authority, etc). Staff are expected to act respectfully when using social media and to avoid language which may be deemed as offensive to other people. For example, the school would not expect you to:

post anything that could be construed as discriminatory

post anything that could be construed as racist

post anything that is untrue or misleading

post anything that engages in criminal activity

post anything that is defamatory about people or organisations

(ii) Staff who feel that they are subject to social media bullying by another member of staff or a pupil should where possible save evidence (e.g. e-mails, screen prints, text messages) and immediately report this to the Headteacher for further investigation. Where the complaint is against the Headteacher, the concern should be raised with the Chair of the Governing Body for further investigation

(iii) Staff who feel that a colleague is not adhering to this policy should report their concerns to the Head Teacher for further investigation. Where the complaint is against the Headteacher, the concern should be raised with the Chair of the Governing Body for further investigation.