

Christ Church CE Primary School

Social Media Policy

Christ Church Social Media Usage Policy (July 2022)

Scope

This policy is subject to the school's codes of conduct and acceptable user agreements.

This policy:

- Applies to all staff and to all online communications which directly or indirectly, represent the school.
- Applies to such online communications posted at any time and from anywhere.
- Encourages the safe and responsible use of social media through training and education
- Defines the monitoring of public social media activity pertaining to the school.

Professional communications are those made through official channels, posted on a school account or using the school name. All professional communications are within the scope of this policy.

Aims of using Twitter at Christchurch C of E Primary School:

To share and celebrate children's achievements, successes and school updates. To demonstrate safe and responsible use of social media.

Roles & Responsibilities

The school Twitter account will be run from school devices by senior leaders, class teachers and HLTA's.

- **SLT**
 - Facilitating training and guidance on Social Media use.
 - Developing and implementing the Social Media policy
 - Taking a lead role in investigating any reported incidents.
 - Making an initial assessment when an incident is reported and involving appropriate staff and external agencies as required.
 - Receive completed applications for Social Media accounts
 - Approve account creation
- **Administrator/Moderator**
 - Create the account following SLT approval
 - Store account details, including passwords securely
 - Be involved in monitoring and contributing to the account
 - Control the process for managing an account after the lead staff member has left the organisation (closing or transferring)
- **Staff**
 - Know the contents of and ensure that any use of social media is carried out in line with this and other relevant policies
 - Attending appropriate training

- o Regularly monitoring, updating and managing content he/she has posted via school/academy accounts

Monitoring

School/academy accounts must be monitored regularly and frequently (preferably 7 days a week, including during holidays). The school Twitter account will not reply to any 'replies' on Twitter. This is not the platform to discuss school related issues. Regular monitoring and intervention is essential in case a situation arises where bullying or any other inappropriate behaviour arises on a school social media account.

The Christchurch school Twitter account will be a public account. Senior leaders and computing lead coordinator will monitor the followers and block and necessary accounts.

Behaviour

- The school requires that all users using social media adhere to the standard of behaviour as set out in this policy and other relevant policies.
- Digital communications by staff must be professional and respectful at all times and in accordance with this policy. Staff will not use social media to infringe on the rights and privacy of others or make ill-considered comments or judgments about staff. School/academy social media accounts must not be used for personal gain. Staff must ensure that confidentiality is maintained on social media even after they leave the employment of the school.
- Users must declare who they are in social media posts or accounts. Anonymous posts are discouraged in relation to school activity.
- If a journalist makes contact about posts made using social media staff must follow the school media policy before responding.
- Unacceptable conduct, (e.g. defamatory, discriminatory, offensive, harassing content or a breach of data protection, confidentiality, copyright) will be considered extremely seriously by the school and will be reported as soon as possible to a relevant senior member of staff, and escalated where appropriate.
- The use of social media by staff while at work may be monitored, in line with school policies.
- The school will take appropriate action in the event of breaches of the social media policy. Where conduct is found to be unacceptable, the school will deal with the matter internally. Where conduct is considered illegal, the school will report the matter to the police and other relevant external agencies, and may take action according to the disciplinary policy.
- The school Twitter account will only tweet between the hours of 8am and 6pm between Monday and Friday. The only time tweets are permitted outside of this time are for school events (e.g. sports matches, residential trips, performances) or to share urgent school news (e.g. closures due to adverse weather).
- The school Twitter account will only follow educationally link accounts. No personal accounts, unless they are educationally linked, will be followed. For example a children's author.

- The school Twitter account will only use children's first names when referencing children.
- The school Twitter account will use Twitter to share positive messages about the school.
- The school Twitter account will not post any photos/media of individual children (identifying the child). It will only post photos/media of groups of children celebrating work and learning. The only time photos of individual children are permitted is when the photo features the child's hands or back of head (e.g. a photo of a child creating a piece artwork).
- The school Twitter account will not post any photos/media of children which are not to be seen in the public domain.
- The school Twitter account may be used to share information/media during a school trip/residential.
- The account will be run by a teacher on a cellular network connected phone for the period of the trip. Photos taken on the phone for the purpose of sharing on Twitter will be deleted once they have been shared.
- Individually/personal targeted content will not be posted e.g. "Well done Josh, a better lesson today". Tweets aimed at a year group along the lines of "Don't forget..." are acceptable. Although always think about the most effective way to communicate important information.

Legal considerations

- **Users of social media should consider the copyright of the content they are sharing and, where necessary, should seek permission from the copyright holder before sharing.**
- **Users must ensure that their use of social media does not infringe upon relevant data protection laws, or breach confidentiality.**

Handling abuse

- When acting on behalf of the school, handle offensive comments swiftly and with sensitivity.
- If a conversation turns and becomes offensive or unacceptable, school users should block, report or delete other users or their comments/posts and should inform the audience exactly why the action was taken
- If you feel that you or someone else is subject to abuse by colleagues through use of a social networking site, then this action must be reported using the agreed school protocols.

Tone

The tone of content published on social media should be appropriate to the audience, whilst retaining appropriate levels of professional standards. Key words to consider when composing messages are:

- Engaging

- Conversational
- Informative
- Friendly (on certain platforms, e.g. Facebook)

Monitoring posts about the school

- As part of active social media engagement, it is considered good practice to pro-actively monitor the Internet for public postings about the school/academy.
- The school should effectively respond to social media comments made by others according to a defined policy or process.

Managing school/academy social media accounts

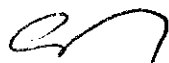
The Do's

- Check with a senior leader before publishing content that may have controversial implications for the school
- Use a disclaimer when expressing personal views
- Make it clear who is posting content
- Use an appropriate and professional tone
- Be respectful to all parties
- Ensure you have permission to 'share' other peoples' materials and acknowledge the author
- Express opinions but do so in a balanced and measured manner
- Think before responding to comments and, when in doubt, get a second opinion
- Seek advice and report any mistakes using the school's reporting process
- Consider turning off tagging people in images where possible

The Don'ts

- Don't make comments, post content or link to materials that will bring the school/academy into disrepute
- Don't publish confidential or commercially sensitive material
- Don't breach copyright, data protection or other relevant legislation
- Consider the appropriateness of content for any audience of school/academy accounts, and don't link to, embed or add potentially inappropriate content
- Don't post derogatory, defamatory, offensive, harassing or discriminatory content
- Don't use social media to air internal grievances

Signed:



Head Teacher

Date: February 2024

Next Review: February 2024