



Bacon Garth Primary School

Social Media/ Cyberbullying Policy

Bacon Garth Primary School recognises that many staff, governors, parents, carers and pupils use the internet for personal purposes and that they may participate in social networking on social media websites such as Facebook, Twitter and YouTube, for example.

The widespread availability and use of social networking applications brings opportunities to understand, engage and communicate with audiences in new ways. We recognise the numerous benefits and opportunities which a social media presence offers; 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 online safety and protection of our reputation. There are some risks associated with social media use, especially around the issues of safeguarding, bullying, personal and business reputation.

This policy aims to encourage the safe use of social media by all members of the Bacon Garth Primary School community. All members of the school community should ensure that they do not breach the law or disclose confidential school information, breach copyright, defame the school, its staff, governors, parents, carers or pupils. Personal data should not be disclosed or information about any individual that could breach data protection laws or the Bacon Garth Primary School E-Safeguarding Policy.

DEFINITION OF SOCIAL MEDIA

Social media (e.g. Facebook, Twitter) is a broad term for any kind of online platform which enables people to directly interact with each other. Many online games and video sharing platforms, e.g. YouTube, also have social media elements to them. Social media technologies take on many different forms, including magazines, internet forums, weblogs, microblogging, social networks, podcasts, photographs or pictures, video and virtual game worlds. It is recognised that this list is not exhaustive and that social media technologies are changing all the time.

SCOPE OF THE POLICY

This policy must be read in conjunction with our E-Safeguarding Policy and Acceptable Use Policy; it:

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

USE OF SOCIAL MEDIA

a. Use of Social Media Sites by Pupils whilst at school

Pupils should not access social networking sites whilst at school, without first obtaining permission from a member of staff. We do, however, encourage the use of social media in some cases, e.g. the teaching of blogging.

Computing curriculum is the responsibility of the Computing Subject Leader. Pupils and parents will be reminded regularly that the use of some social media sites is inappropriate for primary-aged pupils.

b. Use of Social Media Sites by Staff (personal capacity)

It is likely that many of the staff at Bacon Garth Primary School will have their own social networking accounts. It is important that they protect their professional reputation, and that of the school, by ensuring that they use their personal site in an appropriate manner. It must be considered that, as a member of staff, your personal view may be considered the view of the school by your audience either known or otherwise. It should be noted that, as an employee of East Riding of Yorkshire Council, the code of conduct for staff addresses the need to behave in an appropriate manner and ensure that the school and local authority are not brought into disrepute. Staff should consider at all times the possible consequences of posts, private or work related, in respect of reputational damage.

Staff are advised:

- To familiarise themselves with social network sites' privacy settings in order to ensure that information is not automatically shared with a wider audience than intended. It is recommended that, as a minimum, all privacy settings are set to 'friends only', irrespective of use or purpose.
- That they should not conduct or portray themselves, or allow friends to portray them, in a manner which may:
- Bring the school into disrepute.

- Lead to any parental complaints.
- Be deemed as derogatory towards the school and / or its employees.
- Be deemed as derogatory towards pupils, parents, carers or governors.
- Bring into question their appropriateness to work with children.
- Contravene the most up-to-date National Teachers Standards.
- That they should not form online friendships or enter into communication with parents /carers, pupils or ex-pupils, including via messaging services such as Whatsapp, as this could lead to professional relationships being compromised. Every employee is responsible for reporting to the appropriate manager every potential conflict of interest in which he/she may be involved.
- That school business must not be conducted through personal devices or social networks.
- Employee's private interests must not allow, or have the potential to allow, allegations of impropriety to be sustained thereby bringing Bacon Garth Primary School or East Riding of Yorkshire Council into disrepute. This includes standards of behaviour outside the working environment and in the use of websites / social media.
- Employees should take care in social media interactions not to damage working relationships with elected members, fellow colleagues and the general public.
- That they should not post pictures of or comments about school events, without the Headteacher's consent.
- That if their use of social media / networking sites contravenes this policy, they may be subject to disciplinary action. *Inappropriate use of social media by members of staff will be referred to the Headteacher in the first instance.*

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Social Networking Policy

Comments Posted by Parents / Carers on Social Media

Parents / carers will be made aware of their responsibilities regarding their use of social media via this policy, in particular when their child joins Bacon Garth Primary School, but also via our newsletter and school website.

Parents are advised:

- Not to post images (including photos and videos) of pupils other than their own children on social media, unless they have the permission from parents of other children pictured.
- To raise queries, concerns or complaints directly with a member of staff, rather than posting on social media whether on their own pages, enclosed groups (e.g. groups set up for school parents to communicate with each other) or the school's pages.

- Not to post malicious or fictitious comments on social media sites about any member of the school community.
- Not accessing social media on devices whilst supporting the school whether on site or on a school trip.

CYBERBULLYING

Bacon Garth Primary School is committed to ensuring that all of its staff, parents / carers and pupils are treated with dignity and respect at all times.

Bullying and harassment of any kind will not be tolerated. Cyberbullying methods could include text messages, emails, phone calls, instant messenger services, circulating photos / video clips, posting comments to websites / blogs / chatrooms. Cyber-bullying will be treated seriously, following our Anti-Bullying and E-Safeguarding Policies.

Staff, governors, pupils, parents and carers who are involved in cyberbullying may also face criminal prosecution under various laws, including the Malicious Communications Act 1988.