

POLICY DOCUMENT			
Subject	Social Media Policy		
Approval Date		Last Review Date	New Policy

Purpose of the Policy

The purpose of this policy is to ensure that:

1. All pupils at Bucklebury School are **safeguarded** and protected;
2. All staff at Bucklebury are protected from the threat of malicious communications;
3. All employees understand the standards that we require when using social media;
4. The School is not exposed to legal or other detrimental risks.

Scope

This policy applies to all staff, governors and pupils. We expect the principles behind it to be observed by parents and carers of pupils at the school. This policy is applicable to social media use within and outside school.

Definition of Social Media

For the purpose of this policy, social media and social networking are defined as: online technologies and practices that people use to share opinions, insights, experiences, and perspectives with each other.

Monitoring

The school has the right to monitor all internet traffic without prior notification.

Breach of Policy

A breach of this policy by staff may lead to appropriate disciplinary action being taken.

A breach by pupils may lead to sanction which is in proportion to the severity of the breach.

A breach by parents may lead to appropriate legal action being taken.

General Guidelines Applicable to Everyone for Use of Social Media

1. Be Responsible. Whatever you share is ultimately your responsibility. You are responsible for the accuracy, content and consequences of what you share. Make sure that you have the appropriate permissions to share anything that did not originate from you.
2. Be Truthful. Anything that you share must be true and not misleading. Any claims must be substantiated. Once information is shared it will be there permanently so consider content carefully.
3. Be Transparent. Be transparent and honest about who you are and any other personal details you choose to share.
4. Be Polite. Do not make any derogatory, defamatory, rude or threatening comments about the school or anyone connected with the school.
5. Observe Confidentiality. Be smart about protecting yourself, your privacy and confidential information. Do not share any information that could compromise the safety or security of the school, staff or pupils.

6. Correct Mistakes Quickly. If you make a mistake, admit it and correct it as quickly as possible.
7. Maintain the School's Reputation. Nothing should be shared online that may damage the school's reputation or bring the school into disrepute. The school's name, logo and any other material owned by the school may not be used or published online without prior, written permission from the headteacher.

Staff Guidelines

In addition to the general guidelines:

1. Staff should not post any media attachments, such as photographs or videos, which have subjects (pupils/colleagues etc.) of the school in them.
2. Staff should not place any information regarding the school, their employer, their colleagues, pupils or people they come into contact with as part of their employment on a social networking or media site.
3. Staff are strongly advised, for their own protection, not to put personal information such as home addresses or personal telephone numbers on a social networking or media site.
4. Staff should not interact with any pupil, or any ex-pupil under the age of 18, on a social media or networking site. If a member of staff receives a request to connect/friend etc. from a pupil then they should not respond to the request and the headteacher should be informed.
5. Electronic communication regarding school matters should be carried out using the school's formal electronic communication systems only.
6. If staff have any concerns about pupil safety as a result of social media then the Designated Senior Person should be informed. Most social media sites enable underage users to be reported via Help pages.

Pupil Guidelines

In addition to the general guidelines, pupils should:

1. Observe age restrictions set by social media sites. These are legal restrictions and you can be reported for ignoring them.
2. Do not use social media, or any other online forum, to comment on staff or other pupils from school.

Parent/Carer Guidelines

In addition to the general guidelines,

1. Parents and carers are welcome to take photos and video at school events but are **NOT** allowed to post any images on line that contain full or partial images of any children other than their own.
2. Social media should not be used in place of the school complaints procedure.
3. Reports of malicious communications, as defined by the Malicious Communications Act 1988, will be dealt with involving the Police, social services and/or any other outside agencies as appropriate.