

PARSLOES PRIMARY SCHOOL



LBBD Schools

Social Media Policy

Approved by Governing Body: October 2020

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Based on documents from:
South West Grid for Learning
London Grid for Learning
Kent County Council

SOUTH WEST
GRID
FOR LEARNING



Social Media Policy

Rationale:

In this technology rich world our pupils, parents and the wider community live in, Social Media is becoming more and more part of daily life. When agencies like Ofsted release new guidance on social media days before it appears elsewhere. At Parsloes Primary we have a school Twitter account. It is important that staff at Parsloes Primary School embrace Twitter to not only keep up to date with important changes that can impact learning in their classroom but also to connect with teachers across the globe who are sharing resources, ideas and discussing important aspects of education. This policy will explain acceptable use of social media, namely Twitter relating to the Parsloes Primary School twitter account: @.....

Introduction:

Essentially, Twitter is a micro-blogging platform that allows you to share short messages online and engage in conversation with other users. You have got 140 characters to succinctly express yourself. If it is used effectively, Twitter can help to move your school forward, become part of the larger community, and give it an official voice in the education sector.

With Twitter, you can share information (including weblinks, images or video clips as appropriate) about your school or classes as you see fit. It can be used effectively to engage parents who are often working, on the move, and busy. For example, it is an easy way for them to keep up with school news or residential trips. It is also good for engaging with your students, e.g. celebrating achievements and homework and with others in the education industry.

Through updating Twitter, you can:

- Celebrate your activities and successes as well as highlight students' work.
- Share photographs of students doing collaborative work, showcasing best practice or answer questions that arise during lessons.
- Update parents about school trips or other school news and advertise school events.
- Provide your school's thoughts on matters of policy or education news, as well as receive feedback from and interact with followers.

Acceptable Use (official):

Whilst recognising the benefits which using social media brings, this policy sets out the principles designed to ensure that all staff members use social media responsibly so that the confidentiality of students, staff and the reputation of the school are safeguarded. Staff members must be conscious at all times of the need to keep their personal and professional lives separate when using social media.

- **Twitter etiquette:**

Any Tweets from the official school account will be grammatically correct and will not contain text language like lol, gr8 or l8r. Some tweets may contain hashtags. Hashtags are things you can add to tweets like #edchat #PrimaryRocks this enables tweets to be added to a collection of other related tweets that are generally viewed by more people.

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- The school Twitter account will be a Public account. SLT will monitor the followers and block any who appear to not be school focused.
- The school Twitter account will only tweet between the hours of 8am and 6pm between Monday and Friday. The only time tweets outside of this time are for school events (e.g. football matches, residential trips, performances) or to share urgent school news (e.g. closures due to adverse weather)
- The school Twitter account will only follow accounts that have an education, learning or news focus. No personal accounts, unless they are educationally linked, will be followed. For example, a children's author or athlete.
- The school Twitter account will not reply to any 'replies' on Twitter. This is not the platform to discuss or debate school related issues.
- Parsloes will follow a 'twitter etiquette' whereby Tweets from the official school account will be grammatically correct and will not contain text language like lol, gr8 or l8r. Some tweets may contain hashtags. Hashtags are things you can add to tweets like #edchat #PrimaryRocks this enables tweets to be added to a collection of other related tweets that are generally viewed by more people.
- The school Twitter account will use Twitter to share positive messages about the school.
- Individually targeted content will not be posted e.g. "Well done Josh a better lesson today". Tweets to a year group or class along the lines of "don't forget the..." are acceptable. Although always think about the most effective way to communicate important information.
- By endorsing Twitter we may be encouraging children to use Twitter so will actively reinforce e-safety rules such as "Never tweet anything that would be potentially upsetting; make sure you know how to report anything you find that disturbs you; be careful who you talk to, they may not be all they appear; never meet anyone from Twitter world without telling your parents." Etc

- **Safeguarding pupils:**

In order to safeguard the pupils at Parsloes Primary School, no full names of pupils will be used alongside any pictures of pupils. Parsloes Primary School seeks photographic consent of all the pupils. Tweets sent by Parsloes Primary School will adhere to this list. If tweets are sent inviting people to view a blog post by an individual pupil, only their first name will be used.

- I. Anyone can follow the school's Twitter account. Weekly checks will take place by a member of the SLT to check recent followers. Any user following the school account that is deemed unsuitable or not adding any value to the school will be blocked. A member of the SLT will make this decision on a case-by-case basis. Parents will be encouraged to follow the official school account to receive the information the school is posting up to Twitter.
- II. If staff have individual, personal accounts it will be up to the individual teacher to decide whether they will allow parents to follow them or not. Please see guidelines for staff and personal accounts below.
- III. IN NO CIRCUMSTANCES SHOULD PUPILS BE ALLOWED TO FOLLOW STAFF. Should pupils request to follow a staff account the staff member is to block the pupil and inform a member of the SLT at their earliest convenience.
- IV. To not engage in activities involving social media which may bring school into disrepute.
- V. not represent their personal views as those of the school on any social medium.
- VI. not discuss personal information about students, staff and any other professionals that they interact with as part of their job, on social media.

Acceptable Use (personal):

Staff members are strongly encouraged not to identify themselves as staff members of their school/Academy Trust in their personal social media platforms. This is to prevent information on these sites from being linked with named Schools/Academy Trust and to safeguard the privacy of staff members. This does not include professional networking sites.

- I. Staff should not have contact through any social medium with any student from the named School or any other school. Staff are advised not to communicate on social media platforms with ex-students except via professional networking sites for professional reasons.
- II. Staff should decline 'friend requests' from students they receive in their personal social media accounts.
- III. Information staff members have access to as part of their employment, including personal information about students and their family members, colleagues and other parties must not be discussed on their personal social media platforms.

- IV. Photographs, videos or any of images of pupils or students should not be published on personal social media platforms without prior permission of parents/carers and the school. Permission should be gained through existing school procedures.
- V. School email addresses and other official contact details must not be used for setting up personal social media accounts or to communicate through such media unless pre-approved by school leadership.
- VI. Caution is advised when inviting work colleagues to be 'friends' in personal social networking sites. Social networking sites blur the line between work and personal lives and it may be difficult to maintain professional relationships.
- VII. Staff are strongly advised to ensure that they set up and regularly review the privacy levels of their personal sites as strictly as they can and to opt out of public listings on social networking sites to protect their own privacy. Staff members should keep their passwords confidential, change them often and be careful what is posted online; it is not safe to reveal home addresses, telephone numbers and other personal information.
- VIII. Staff should also select carefully their social media profile picture as it is an extension to their professional image online.
- IX. Social media should not be used for work related communication. Communication should be through school email or contact details held by the school.
- X. Any misuse or abuse of social media must be reported to the Head Teacher as soon as noticed, especially when concerning a pupil, parent/guardian or employee.