Lakeside Primary School

Social Media Policy For Education Establishment Staff

PERSON RESPONSIBLE FOR POLICY:	JANET WITTON – HEAD RICHARD COWIE – COMPUTING/ICT LEADER
REVIEWED:	DATE: JANUARY 2017
SIGNED:	ROLE:
TO BE REVIEWED:	JANUARY 2019

CONTENTS   **PAGE**

1   INTRODUCTION

1.1   The internet provides a range of social media tools that allow users to interact with one another, for example from rediscovering friends on social networking sites such as *Facebook,* to keeping up with other people's lives on *Twitter, using YouTube to communicate across the globe* and maintaining pages on internet encyclopaedias such as *Wikipedia*.

1.2   While recognising the benefits of these media for new opportunities for communication, this policy sets out the principles that Lakeside Primary School staff and contractors are expected to follow when using social media.

1.3   It is crucial that pupils, their family members and the public at large have confidence in the education establishment's decisions and services. The principles set out in this policy are designed to ensure that staff members use social media responsibly so that confidentiality of pupils and other staff and the reputation of the education establishment and Doncaster Council are safeguarded.

1.4   Staff members must be conscious at all times of the need to keep their personal and professional lives separate.

2   SCOPE

2.1   This policy applies to all of Lakeside Primary Schools teachers and other staff, whether employed by the Council or employed directly by the education establishment, external contractors providing services on behalf of the education establishment or the Council, teacher trainees and other trainees, volunteers and other individuals who work for or provide services on behalf of the education establishment. These individuals are collectively referred to as 'staff members' in this policy.

2.2   This policy covers personal use of social media as well as the use of social media for official education establishment purposes; including sites hosted and maintained on behalf of the education establishment (see sections 5, 6, 7 and Appendices A and B).

2.3   This policy applies to personal webspace such as social networking sites (for example *Facebook*, Twitter), blogs, mircoblogs, chatrooms, forums, podcasts, open access online encyclopaedias such as *Wikipedia,* social bookmarking sites such as *del.icio.us* and content sharing sites such as *flickr* and *YouTube*. The internet is a fast moving technology and it is impossible to cover all circumstances or emerging media - the principles set out in this policy must be followed irrespective of the medium.

3   LEGAL FRAMEWORK

3.1   Lakeside Primary School is committed to ensuring that all staff members provide confidential services that meet the highest standards. All individuals working on behalf of the education establishment are bound by a legal duty of confidence and other laws to protect the confidential information they have access to during the course of their work. Disclosure of confidential information on social media is likely to be a breach of a number of laws and professional codes of conduct, including:
the Human Rights Act 1998
Common law duty of confidentiality, and
the Data Protection Act 1998.

3.2 Confidential information includes, but is not limited to:
Person-identifiable information, e.g. pupil and employee records and details protected by the Data Protection Act 1998
Information divulged in the expectation of confidentiality
Education establishment or Council business or corporate records containing organisationally or publicly sensitive information
Any commercially sensitive information such as information relating to commercial proposals or current negotiations, or personal details for staff, pupils or their family members and
Politically sensitive information.

3.3 Staff members should also be aware that other laws relating to libel, defamation, harassment and copyright may apply to information posted on social media, including:
Libel Act 1843
Defamation Acts 1952 and 1996
Protection from Harassment Act 1997
Criminal Justice and Public Order Act 1994
Malicious Communications Act 1998
Communications Act 2003, and
Copyright, Designs and Patents Act 1988 and any updated laws.

3.4 Lakeside Primary School could be held vicariously responsible for acts of their employees in the course of their employment. For example, staff members who harass co-workers online or who engage in cyberbullying or discrimination on the grounds of race, sex, disability, etc or who defame a third party while at work may render Lakeside Primary School liable to the injured party.

4   RELATED POLICIES

4.1   This policy should be read in conjunction with the following education establishment and Council policies:

- E- Safety Policy
- ICT Policy
- Safeguarding Policy
- Anti-bullying Policy
- Photographic and Video Images Policy
- School Publication Scheme

5   PRINCIPLES – *BE PROFESSIONAL, RESPONSIBLE AND RESPECTFUL*

5.1   You must be conscious at all times of the need to keep your personal and professional lives separate. You should not put yourself in a position where there is a conflict between your work for the education establishment or Council and your personal interests.

5.2   You must not engage in activities involving social media which might bring Lakeside Primary School or the Council into disrepute.

5.3   You must not represent your personal views as those of Lakeside Primary School or the Council on any social medium.

5.4   You must not discuss personal information about pupils, their family members; Lakeside Primary School or Council staff and other professionals you interact with as part of your job on social media.

5.5   You must not use social media and the internet in any way to attack, insult, abuse or defame pupils, their family members, colleagues, other professionals, other organisations, Lakeside Primary School or the Council. You should ensure that at all times that you are not offensive, obscene, and discriminatory or harass others.

5.6   You must be accurate, fair and transparent when creating or altering online sources of information on behalf of Lakeside Primary School or the Council.

5.7   You should ensure that you do not misuse confidential, sensitive or copyrighted information.

6   PERSONAL USE OF SOCIAL MEDIA

6.1   Staff should be aware that social network sites are not private and anything published on them is considered in the public domain. Your personal use of social media is not considered to be totally outside of the work domain and depending on your actions you may face disciplinary action at work for your personal use of social media.

6.2   Staff members must not identify themselves as employees of Lakeside Primary School or Council or service providers for the education establishment or Council in their personal webspace. This is to prevent information on these sites from being linked with the education establishment and the Council and to safeguard the privacy of staff members, particularly those involved in providing sensitive frontline services.

6.3   Staff members must not have contact through any personal social medium with any pupil, whether from Lakeside Primary School or any other education establishment, unless the pupils are family members. Staff members must decline 'friend requests' from pupils they receive in their personal social media accounts. If Staff Members receive such requests from pupils who are not family members, they must discuss these in general terms in class and signpost pupils to become 'friends' of the official education establishment site (where this exists).

6.4   Lakeside Primary School does not expect staff members to discontinue contact with their family members via personal social media once the education establishment starts providing services for them. However, any information staff members obtain in the course of their employment must not be used for personal gain nor be passed on to others who may use it in such a way.

6.5   Staff members must not have any contact with pupils' family members through personal social media if that contact is likely to constitute a conflict of interest or call into question their objectivity.

6.6   If staff members wish to communicate with pupils through social media sites or to enable pupils to keep in touch with one another, they can only do so with the approval of the education establishment and through official education establishment sites created according to the requirements specified in section 7 and Appendix A.

6.7   On leaving Lakeside Primary School's service; staff members must not contact Lakeside Primary School pupils by means of personal social media sites. Similarly, staff members must not contact pupils from their former education establishments by means of personal social media.

6.8   Information staff members have access to as part of their employment, including personal information about pupils and their family members, colleagues Council staff and other parties and education establishment or Council corporate information must not be discussed on their personal webspace/social media presence.

6.9   Photographs, videos or any other types of image of pupils and their families or images depicting staff members wearing education establishment or Council uniforms or clothing with education establishment or Council logos or images identifying sensitive education establishment or Council premises (eg care homes, secure units) must not be published on personal webspace/social media presence.

6.10   Education establishment or Council email addresses and other official contact details must not be used for setting up personal social media accounts or to communicate through such media.

6.11   Staff members must not edit open access online material including but not limited to online encyclopaedias such as *Wikipedia* in a personal capacity at work. This is because the source of the correction will be recorded as the employer's IP address and the intervention will, therefore, appear as if it comes from the employer itself.

6.12   Lakeside Primary School or Council corporate, service or team logos or brands must not be used or published on personal webspace/social media presence.

6.13   Lakeside Primary School permits limited personal use of social media while at work. However, staff members are expected to devote their contracted hours of work to their professional duties and, in practice, personal use of the internet should not be on the education establishment's time.

6.14   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 or it might be just too embarrassing if too much personal information is known in the work place.

6.15   Staff members are strongly advised to ensure that they set 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 about what is posted online; it is not safe to reveal home addresses, telephone numbers and other personal information. It is a good idea to use a separate email address just for social networking so that any other contact details are not given away.

7   USING SOCIAL MEDIA ON BEHALF OF LAKESIDE PRIMARY SCHOOL

7.1   Staff members can only use official education establishment sites for communicating with pupils or to enable pupils to communicate with one another.

7.2   There must be a strong pedagogical or business reason for creating official education establishment sites to communicate with pupils or others. Staff must not create sites for trivial reasons which could expose the education establishment to unwelcome publicity or cause reputational damage.

7.3   Official education establishment sites must be created only according to the requirements specified in Appendix A of this Policy. Sites created must not breach the terms and conditions of social media service providers, particularly with regard to minimum age requirements.

7.4   Staff members must at all times act in the best interests of children and young people when creating, participating in or contributing content to social media sites.

8   MONITORING OF INTERNET USE

8.1   Lakeside Primary School monitors usage of its internet and email services without prior notification or authorisation from users.

8.2   Users of Lakeside Primary School email and internet services should have no expectation of privacy in anything they create, store, send or receive using the education establishment's ICT system.

9   BREACHES OF THE POLICY

9.1   Any breach of this policy may lead to disciplinary action being taken against the staff member/s involved in line with Lakeside Primary School or Council Disciplinary Policy and Procedure.

9.2   A breach of this policy leading to breaches of confidentiality, or defamation or damage to the reputation of Lakeside Primary School or the Council or any illegal acts or acts that render Lakeside Primary School or the Council liable to third parties may result in disciplinary action or dismissal.

9.3   Contracted providers of Lakeside Primary School or Council services must inform the relevant education establishment or Council officer immediately of any breaches of this policy so that appropriate action can be taken to protect confidential information and limit the damage to the reputation of the education establishment and the Council. Any action against breaches should be according to the education establishment's internal disciplinary procedures.

APPENDIX A

Requirements for creating social media sites on behalf of Lakeside Primary School

A.1 CREATION OF SITES

A.1.1 Staff members participating in social media for work purposes are expected to demonstrate the same high standards of behaviour as when using other media or giving public presentations on behalf of Lakeside Primary School.

A.1.2 Prior to creating a site, careful consideration must be given to the purposes for using social media and whether the overall investment is likely to be worthwhile for achieving the proposed pedagogical outcome.

A.1.3 The proposed audience and level of interactive engagement with the site, for example whether pupils, education establishment staff or members of the public will be able to contribute content to the site, must be discussed with the education establishment's ICT Leader and Headteacher.

A.1.4 Staff members must consider how much time and effort they are willing to commit to the proposed site. They should be aware that maintaining a site is not a one-off task, but involves a considerable time commitment.

A.1.5 The headteacher of relevant managers must take overall responsibility to ensure that enough resources are provided to keep the site refreshed and relevant. It is important that enough staff members are trained and are able to maintain and moderate a site in case of staff absences or turnover.

A.1.6 There must be a careful exit strategy and a clear plan from the outset about how long the site will last. It must not be neglected, creating a potential risk to the education establishment's brand and image.

A.1.7 Consideration must also be given to how the success of the site will be evaluated to assess whether the site has achieved the proposed objectives.

A.2 CHILDREN AND YOUNG PEOPLE

A.2.1 When creating social media sites for children and young people and communicating with them using such sites, staff members must at all times be conscious of their responsibilities; staff must always act in the best interests of children and young people.

A.2.2 When creating sites for children and young people, staff members must be alert to the risks to which young people can be exposed. Young people's technical knowledge may far exceed their social skills and awareness – they may post sensitive personal information about themselves, treat online 'friends' as real friends, be targets for 'grooming' or become victims of cyberbullying.

A.2.3 If children and young people disclose information or display behaviour or are exposed to information or behaviour on these sites that raises safeguarding or other

concerns, appropriate authorities must be informed immediately. Failure to do so could expose vulnerable young people to risk of harm.

A.2.4 Staff members must ensure that the sites they create or contribute to for work purposes conform to the *Good Practice Guidance for the Providers of Social Networking and Other User Interactive Services* (Home Office Task Force on Child Protection on the Internet, 2008)(as amended/updated)

A.2.5 Staff members must also ensure that the webspace they create on third party sites comply with the site owner's minimum age requirements (this is often set at 13 years). Staff members must also consider the ramifications and possibilities of children under the minimum age gaining access to the site.

A.2.6 Care must be taken to ensure that content is suitable for the target age group and contributors or 'friends' to the site are vetted.

A.2.7 Careful thought must be given to the profile of young people when considering creating sites for them. For example, the internet may not be the best medium to communicate with vulnerable young people (or indeed any age group) receiving confidential and sensitive services from the education establishment or the Council. It may not be possible to maintain confidentiality, particularly on third-party-hosted sites such as social networking sites, where privacy settings may not be strong enough to prevent breaches of confidentiality, however inadvertent. If in doubt, you must seek advice from the ICT Leader and Headteacher.

A.3 APPROVAL FOR CREATION OF OR PARTICIPATION IN WEBSPACE/SOCIAL MEDIA PRESENCE.

A.3.1 Lakeside Primary School social media sites can be created only by or on behalf of the education establishment. Site administrators and moderators must be Lakeside Primary School employees or other authorised people.

A.3.2 Approval for creation of sites for work purposes, whether hosted by the education establishment or hosted by a third party such as a social networking site, must be obtained from the ICT Leader and Headteacher.

A.3.3 Approval for participating, on behalf of Lakeside Primary School, on sites created by third parties must be obtained from the ICT Leader and Headteacher.

A.3.4 Content contributed to own or third-party hosted sites must be discussed with and approved by the ICT Leader and Headteacher.

A.3.5 The education establishment's ICT Leader and Headteacher must be consulted about the purpose of the proposed site and its content. In addition, the ICT Leader and Headteacher's approval must be obtained for the use of the education establishment logo and brand.

A.3.6 Staff must complete the Social Media Site Creation Approval Form (Appendix B) and forward it to the education establishment's ICT Leader and Headteacher before site creation.

A.3.7 Be aware that the content or site may attract media attention. All media enquiries must be forwarded to the ICT Leader and Headteacher. immediately. Staff members must not communicate with the media without the advice or approval of the ICT

Leader and Headteacher.

A.4   CONTENT OF WEBSPACE

A.4.1   Lakeside Primary School-hosted sites must have clearly expressed and publicised policies. Third-party hosted sites used for work purposes must have policies that conform to the education establishment or Council standards of professional conduct and service.

A.4.2   Staff members must not disclose information, make commitments or engage in activities on behalf of ICT Leader and Headteacher. or the Council without authorisation.

A.4.3   Information provided must be worthwhile and accurate; remember what is published on the site will reflect on the education establishment's or Council's image, reputation and services.

A.4.4   Stay within the law and be aware that child protection, privacy, data protection, libel, defamation, harassment and copyright law may apply to the content of social media.

A.4.5   Staff members must respect their audience and be sensitive in the tone of language used and when discussing topics that others may find controversial or objectionable.

A.4.6   Permission must be sought from the relevant people before citing or referencing their work or referencing service providers, partners or other agencies.

A.4.7   ICT Leader and Headteacher-hosted sites must always include the education establishment logo or brand to ensure transparency and confidence in the site. The logo should, where possible, link back to the relevant page on the education establishment website.

A.4.8   Staff members participating in ICT Leader and Headteacher-hosted or other approved sites must identify who they are. They must disclose their positions within the education establishment on these sites.

A.4.9   Staff members must never give out their personal information such as home contact details or home email addresses on these sites.

A.4.10 Personal opinions should not be expressed on official sites.

A.5   CONTRIBUTORS AND MODERATION OF CONTENT

A.5.1   Careful consideration must be given to the level of engagement of contributors – for example whether users will be able to add their own text or comments or upload images.

A.5.2   Sites created for and contributed to by pupils must have the strongest privacy settings to prevent breaches of confidentiality. Pupils and other participants in sites must not be able to be identified.

A.5.3   The content and postings in ICT Leader and Headteacher-hosted sites must be moderated. Moderation is the responsibility of the team that sets up or initiates the site.

A.5.4   The team must designate at least two approved Administrators whose role it is to review and moderate the content, including not posting or removal of comments

which breach the education establishment's policies. It is important that there are enough approved moderators to provide cover during leave and absences so that the site continues to be moderated.

A.5.5 For third-party-hosted sites such as social networking sites used for work purposes, the responsibility for protection and intervention lies first with the host site itself. However, different sites may have different models of intervention and it is ultimately the responsibility of the staff member creating the site to plan for and implement additional intervention, for example in the case of content raising child safeguarding concerns or comments likely to cause offence.

A.5.6 Behaviour likely to cause extreme offence, for example racist or homophobic insults, or likely to put a young person or adult at risk of harm must never be tolerated. Such comments must never be posted or removed immediately and appropriate authorities, for example the Police or Child Exploitation and Online Protection Centre (CEOP), informed in the case of illegal content or behaviour.

A.5.7 This school does not allow any outsiders to become friends of the site and limits the site to known people only, in the case of adults, those who have undergone appropriate security checks.

A.5.8 Any proposal to use social media to advertise for contributors to sites must be approved by the Headteacher.

A.5.9 Approval must also be obtained from the ICT Leader and Headteacher to make an external organisation a 'friend' of the site.

APPENDIX B

Lakeside Primary School

Social Media Site Creation Approval Form

Use of social media on behalf of Lakeside Primary School must be approved prior to setting up sites.

Please complete this form and forward it to the education establishment's **ICT Leader and Headteacher**

TEAM DETAILS	
Department	
Name of author of site	
Author's line manager	

PURPOSE OF SETTING UP SOCIAL MEDIA SITE
(please describe why you want to set up this site and the content of the site)

What are the aims you propose to achieve by setting up this site? What is the proposed content of the site?	

PROPOSED AUDIENCE OF THE SITE
Please tick all that apply.

- ☐ Pupils of Lakeside Primary School (provide age range)
- ☐ Lakeside Primary School staff
- ☐ Pupils' family members
- ☐ Pupils from other education establishments (provide names of education establishments)
- ☐ External organisations
- ☐ Members of the public Others;
- ☐ please provide details

PROPOSED CONTRIBUTORS TO THE SITE
Please tick all that apply.

- ☐ Pupils of Lakeside Primary School (provide age range)
- ☐ Lakeside Primary School staff
- ☐ Pupils' family members
- ☐ Pupils from other education establishments (provide names of education establishments) External organisations
- ☐ Members of the public Others;
- ☐ please provide details

ADMINSTRATION OF THE SITE

Names of administrators (the site must have at least 2 approved administrators)	
Names of moderators (the site must have at least 2 approved moderators)	
Who will vet external contributors?	
Who will host the site?	☐ Lakeside Primary School ☐ Third party; please give host name
Proposed date of going live	
Proposed date for site closure	
How do you propose to advertise for external contributors?	
If contributors include children or adults with learning disabilities how do you propose to inform and obtain consent of parents or responsible adults?	
What security measures will you take to prevent unwanted or unsuitable individuals from contributing or becoming 'friends' of the site?	

APPROVAL

(approval from relevant people must be obtained before the site can be created. The relevant managers must read this form and complete the information below before final approval can be given by the headteacher).

ICT Leader (Richard Cowie) **I approve the aims and content of the proposed site and the use of education establishment brand and logo.**	Name	
	Signature	
	Date	
Headteacher	Name	
	Signature	
	Date	

Letters to Parents

General letter to all parents on social media

Lakeside Primary School is aware that social media is a useful tool that parents use to communicate. However the school is concerned that negative comments may be made in such postings against the education establishment. You must be aware that such postings are considered in law to be accessible to the general public and you are therefore subject to the laws of defamation, malicious communication and improper use of the communications network. Any offensive or false allegations against the education establishment or its employees will be notified to the Police. If you have concerns with any aspect of your child's education and learning you should contact the Headteacher.

Example letter to parent on social media post.

Dear

It has been brought to our attention that you have made inappropriate comments on your (Facebook) site against teachers/pupils/staff at this education establishment.

The education establishment will not tolerate personal verbal attacks on any of its teaching staff/pupils particularly were they are abusive and offensive. We request that you remove the comments immediately.

You should be aware that any comments made on social media websites are considered to be in the public domain and they are subject to various laws including the Malicious Communications Act 1998, libel laws and protection from harassment legislation.

Should there be any repeat of these unfounded and degrading comments we will seek legal advice.

If you do have concerns with your child's education and learning you should contact the education establishment to arrange to see the class teacher or Headteacher.

Appendix 5

Governing Body Document

DONCASTER GOVERNORS' SUPPORT SERVICE

SOCIAL NETWORKING AGREEMENT

INTRODUCTION

Social Networking allows users to interact with one another in a virtual world. It is an online service, platform, or site that focuses on building and reflecting of social networks or social relations with people.

A social network service consists of a group of people showing his/her social links. Most social network services are web based and provide means for users to interact over the internet, such as email and instant messaging. The main social networking site used is Facebook.

IT IS NOT ADVISABLE:-

- To refer to the education establishment that you are a Governor at/or refer to any individual associated with that particular education establishment in any way on a social networking site.

- To upload pictures of any individual without the consent of the individual/parent or guardian in the course of education establishment business. However to follow best practice this should be avoided in a professional and personal capacity.

- To become an on-line 'friend' with any pupils/student at the education establishment.

- To upload any inappropriate/offensive language, images or comments on social networking sites that may bring you and the education establishment in disrepute. You should not publish anything that you do not want to be publicly associated with.

Think before you post! If in doubt, don't post or contact amy.simister@doncaster.gov.uk for further guidance.

Name: _____ a Governor at

_____ (education establishment) agree to adhere to the above statements in my role as Governor and understand that if I were to undertake any of the unadvisable actions this may lead to disciplinary action from my education establishment in addition to damaging the image of myself and that of the education establishment.

Signed: _____   Print: _____

Date: _____

<u>Appendix 6</u>

<u>Contact Details</u>

Further information can be obtained from:

Child Protection - Amy Simister

01302 736098 / amy.simister@doncaster.gov.uk

Governors' Support - Wendy Heath

01302 737279 / wendy.heath@doncaster.gov.uk

Legal - Helen Potts or Helen Wilson

01302 734631 / helen.potts@doncaster.gov.uk / helen.wilson@doncaster.gov.uk

Education Safeguarding Manager - Sarah Stokoe

01302 736743 / sarah.stokoe@doncaster.gov.uk

LADO (Local Designated Officer for Safeguarding) – Jim Foy
01302 737748 / lado@doncaster.gov.uk