



St. James' C.E. Primary School
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Headteacher:

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Social Media Policy
Leyland St. James' Primary School
February 2018

** In the context of this policy “everyone” refers to members of staff, trustees, friends, families and anyone working in a voluntary capacity at the school. “Setting” refers to Leyland St. James' Primary School*

Rationale

The widespread availability and use of social media applications bring opportunities to understand, engage, and communicate in new and exciting ways. 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 our duties to our School and Nursery/School club and our legal responsibilities and our reputation.

For example, our use of social networking applications has implications for our duty to safeguard children and young people.

The policy requirements in this document aim to provide this balance to support innovation whilst providing a framework of good practice. They apply to everyone at the setting.

The purpose of this policy is to:

- Safeguard all children
- Protect the setting from legal risks;
- Ensure that the reputation of the setting, its staff and governors is protected;
- Ensure that the reputation of Leyland St James' Church of England School, staff and governors are protected.
- Ensure that any users are able clearly to distinguish where information provided via social media is legitimately representative of the setting.

Social Media Definitions

Social networking applications include, but are not limited to: Blogs, Online discussion forums, Collaborative spaces, Media sharing spaces, Online gaming environments. Examples include Twitter, Facebook, Windows Live Messenger, YouTube, Flickr, Xbox Live, Blogger, Tumblr, Last.FM, and comment streams on public websites such as newspaper sites.



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Many of the principles of this policy also apply to other types of online presence such as virtual worlds. All members of staff should bear in mind that information they share through social networking applications, even if they are on private spaces, are still subject to copyright, data protection and Freedom of information legislation, the safeguarding vulnerable groups act 2006 and other legislation. They must operate in line with the settings Equalities, child protection and ICT Acceptable use policies.

** Within this policy there is distinction between use of the settings' sanctioned social media for professional purposes, and use of social media.*

Any sharing social media site that is a representation of Leyland St. James' Primary School is NOT a representation of Leyland St James Wrap Around Care Groups/Pre-School.

Use of Social Media in practice

1. Personal use of social media

- Setting staff will not invite, accept or engage in communications with parents from the setting community unless already doing so before the child enrolls whilst in the employment of Leyland St. James' Primary School Staff will not accept or engage in communicate with children under 18 in any circumstances unless they are a parent to the child.
- Any communication received from children on any personal social media sites must be reported to the designated person for child protection (Lilian Taylor Bell or Ian Ashmore)
- If any member of staff is aware of any inappropriate communications involving any child in any social media, these must immediately be reported as above
- Practitioners at the setting are strongly advised to set all privacy settings to the highest possible levels on all personal social media accounts
- All email communication between staff and members of the school community on school business must be made from an official school email account
- Staff should not use personal email accounts or mobile phones to make contact with members of the school community on business, nor should any such contact be accepted, except in circumstances given prior approval by a member of the senior leadership team. The exception to this is the use of Sea-Saw communication.
- Staff MUST avoid posting comments that refer to specific, individual matters related to the setting and members of its community on any social media accounts
- Staff are also advised to consider the reputation of the Leyland St James Wrap around club and Leyland St James School in any posts or comments related to both settings on any social media accounts
- Staff should not accept any current pupil of any age or any ex-pupil of the setting under the age of 18 as a friend, follower, subscriber or similar on any personal social media account.

2. Setting – sanctioned use of social media

There are many legitimate uses of social media within the setting, for example, an official Twitter account and a Facebook account for sharing of information and promoting the setting.



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When using social media, the following practices must be observed:

- A distinct and dedicated social media site or account should be set up entirely separate from any personal social media accounts held by any member of staff, and ideally should be linked to an official setting email account
- The contact of any setting media site should be solely professional and should reflect well on the setting
- Only designated social media facilitators will be permitted to add information to the sharing site – these being the head teacher, deputy head teacher, technician or member of the SLT/MLT..
- The site must be checked on a daily basis by the facilitators
- No information, pictures or discussions can be used at any time that represents St James Wrap Around Care Groups.
- If discussions occur that represent St James Wrap Around Care Groups, the club leader, Mrs Gillibrand or Penny Gale in her absence must be informed immediately
- Staff should not engage with any direct messaging through social media where the message is both public and private
- Staff must not publish photographs of children without the written consent of parents / carers, identify by name any children featured in photographs, or allow personally identifying information to be published on the settings social media accounts
- Care must be given that any links to external sites from the account are appropriate and safe
- Any photographs of children shared should protect the dignity of the child and wherever possible should show as little as possible of the child's face
- No derogatory, defamatory, rude, threatening or inappropriate comments about the setting, or anyone connected with the setting should be used

Potential and actual Breaches of the code of conduct

In instances where there has been a breach of the above code of conduct, the following will apply:

- Any breaches of this policy will be fully investigated. Where it is found that there has been a breach of the policy this may result in action being taken under the disciplinary procedure. A breach of this policy will be considered to be serious disciplinary offence which is also contrary to the settings ethos and principles.

This document is a statement of the aims, principles and practice of Leyland St. James' Primary School .

Date of policy	February 2018	Date of review	July 2018
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Childs name:

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I agree / do NOT agree for my child to appear through video and photo images on all sharing media platforms as described in this policy.
I understand that I can withdraw my permission at any time by informing school in writing.

Signed:

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Date:



Lilian Taylor-Bell,
Headteacher, Leyland St. James' Primary School.



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