



St. Luke's Catholic Primary School

Social Media Policy

Academic Year	Designated Senior Person	Computing Lead	Nominated Governor	Chair of Governors
2015/16	M.Grealis	S.Johnson	N.Dunbar	P.Stitt
2016/17	M.Grealis	S.Johnson	N.Dunbar	P.Stitt
2017/18	M.Grealis	P.Lambe	N.Dunbar	P.Stitt
2018/19	M.Grealis	E.McVeigh	N.Dunbar	P.Stitt
2021-2022	M Grealis	H Ledsham		P Stitt
2022-2023				P Stitt

Policy Review Dates

Review Date	Changes made	By whom	Date shared with staff/governors
January 2017	- change of policy name - addition of class Twitter handles - addition of Facebook	M.Grealis	February 2017
Summer 2019	- photographs of children's faces to be permitted with written permission	M.Grealis	June 2019
October 2022	Change to Facebook address	S J Bell	October 2022

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, the community, our legal responsibilities and our reputation.

For example, our use of social networking applications has implications for our duty to safeguard children. The policy requirements in this document aim to provide this balance to support innovation whilst providing a framework of good practice. They apply to all members of staff at the school.

The purpose of the policy is to:

- Safeguard all children
- Protect the school from legal risks
- Ensure that the reputation of the school, its staff and governors is protected
- Ensure that any users are able clearly to distinguish where information provided via social media is legitimately representative of the school

Definitions and Scope

Social networking applications include, but are not limited to: Blogs, Online discussion forums, Collaborative spaces, Media sharing services, 'Microblogging' applications, and online gaming environments. Examples include Twitter, Facebook, YouTube, Flickr, Xbox Live, Blogger, Tumblr, Last.fm, Instagram and comment streams on public websites such as newspaper site. 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 also operate in line with the school's Equalities, Child Protection and ICT Acceptable Use Policies. Within this policy, there is a distinction between use of school-sanctioned social media for professional educational purposes, and personal use of social media.

Use of Social Media in practice

1. Personal use of social media

- School staff will not invite, accept or engage in communications from children from the school community in any personal social media whilst in employment at St. Luke's Catholic Primary School. If staff are communicating with adults who are parents, no work-related issues may be mentioned.
- Any communication received from children on any personal social media sites must be reported to the designated person for Child Protection (DSL).
- As a Primary school where our children are all aged up to 11, there are a great many limits on what social media they are permitted to use, for example Facebook, Flickr, Bebo, Instagram, MySpace all have a minimum age limit of 13. If staff receive a 'friend request' from a child at St. Luke's Catholic Primary School, they can report the account using Facebook's reporting form by going to the help section and typing 'Report an underage child'.
- Staff should not accept any current pupil of any age or any ex-pupil of the school under the age of 18 as a friend, follower, subscriber or similar on any personal social media account.
- 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.
- Members of the school staff 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 are advised to avoid posts or comments that refer to specific, individual matters related to the school and members of its community on any social media accounts.
- Staff are also advised to consider the reputation of the school in any posts or comments related to the school on any social media accounts.
- Staff are reminded that private groups set up on social networking sites by members of the school community (Parents, children or staff) are discouraged. They provide a potential risk to confidentiality, raise concerns around safeguarding and can lead to misunderstandings. If you are invited to join one of these groups, we would encourage you to report them to the school who will issue advice to the person who set the group up.

2. School-sanctioned use of social media

- When using social media for educational purposes, the following practices must be observed:
 - Staff will only post photographs of children to promote St. Luke's Catholic Primary School and inform parents/carers of news and learning.
 - 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 school social media accounts.
 - Care must be taken that any links to external sites from the accounts are appropriate and safe.
 - Staff should not engage with any direct messaging of students through social media.
 - School accounts will only follow other educationally linked accounts.
 - School accounts will allow positive tweets or comments from followers, which may be responded to in a positive way. Any negative or derogatory comments will immediately be removed and reported to a member of SLT, who may decide to block followers.

School Accounts:

- *School Twitter account:* @stlukesfrodsham
- *Class Twitter accounts:* @FS2StLukesFrod
@Y1StLukesFrod
@Y2StLukesFrod
@Y3StLukesFrod
@Y4StLukesFrod
@Y5StLukesFrod
@Y6StLukesFrod
- *School Facebook page:* @stlukesatholicprimaryschool

By endorsing Twitter/Facebook, we may be encouraging children to use social media so we will 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 as they may not be all they appear; never meet anyone from Twitter world without telling your parents.”

Twitter's own safety rules can be read on: <https://about.twitter.com/safety/families>

Facebook's parental advice can be read here: <https://www.facebook.com/safety/parents>

Signed: *P. Stebbins* Chair of Governors

Signed: *Emily M. [unclear]* Headteacher

Date: **18/10/22**

Next Review Date: October 2023