Social Media Policy

Status	New Policy
Agreed by the Governing Board	September 2023
Review Cycle	Annual
Next Review	September 2024
Lead Staff	School Business Manager
Chair of Governing Board	Alex Krutnik
Headteacher	Jane Hatwell

Mission Statement

We accept all students **as they are** and believe that every one of them is **entitled** to the very **best education**, delivered in an **environment** that is **supportive**, **caring** and **safe**.

 Our goal is to develop our students to become:

· **Successful** Learners.

· As **independent** as possible.

· **Confident** individuals and self-advocates.

· **Effective** communicators and **contributors**.

· **Responsible** citizens.

We will do this by working to **ensure we get every aspect of their provision just right**, helping them to achieve academically, personally, socially and morally.

Stone Bay School: *"getting it right for every student"*.

Rights Respecting Schools

The Unicef UK Rights Respecting School Award (RRSA) is based on principles of equality, dignity, respect, non-discrimination and participation. The RRSA seeks to put the UN Convention on the Rights of the Child at the heart of a school's ethos and culture to improve well-being and develop every child's talents and abilities to their full potential. A Rights Respecting School is a community where children's rights are learned, taught, practised, respected, protected and promoted.

Stone Bay is registered as a Rights Respecting School

Designated Safeguarding Lead: Martyn Nash, Head of Care

Named Governor with lead responsibility: Tom Chadwick

Date written/updated: September 2023

Date agreed and ratified by Headteacher October 2023

Date of next review: October 2024

This policy will be reviewed **at least** annually. It will also be revised following any concerns and/or updates to national and local guidance or procedures.

1. Policy aims and scope

- This policy has been written by Stone Bay School, involving staff, learners and parents/carers, building on The Education People's social media policy template with specialist advice and input as required, taking into account the DfE statutory guidance 'Keeping Children Safe in Education' 2022, Early Years and Foundation Stage 2021 'Working Together to Safeguard Children' 2022 and the local Kent Safeguarding Children Multi-agency Partnership (KSCMP) procedures.
- The purpose of this policy is to safeguard and promote the welfare of all members of Stone Bay School community when using social media.
  - *Stone Bay School* recognises that online safety is an essential part of safeguarding and acknowledges its duty to ensure that all learners and staff are protected from potential harm when using social media.
  - As outlined in our child protection policy, the Designated Safeguarding Lead (DSL) is recognised as having overall responsibility for online safety.
- The policy applies to all use of social media; the term social media includes, but is not limited to, blogs, wikis, social networking sites, forums, bulletin boards, online gaming, apps, video/photo sharing sites, chatrooms and instant messenger apps or other online communication services.

- This policy applies to learners, parents/carers and all staff, including the governing body, leadership team, teachers, support staff, external contractors, visitors, volunteers and other individuals who work for, or provide services on behalf of the setting (collectively referred to as "staff" in this policy).

2. Links with other policies

This policy links with several other policies, practices and action plans, including but not limited to:
- o Anti-bullying policy
- o Acceptable Use Policies (AUP)
- o Pupil Wellbeing Policy
- o Child Protection policy
- o Staff Behaviour and Conduct policy
- o Curriculum policies, such as: Relationships and Sex Education (RSE)
- o Data Protection and Information Policy
- o Online Safety

3. General social media expectations

- All members of the Stone Bay School community are expected to engage in social media in a positive and responsible manner.
- All members of the Stone Bay School community are advised not to post or share content that may be considered threatening, hurtful or defamatory to others on any social media service.
- We will control learner and staff access to social media whilst using *Stone Bay School* provided devices and systems on site. Filtering and monitoring information can be found in our Online Safety Policy.
- Inappropriate or excessive use of social media during school / residential hours or whilst using school devices may result in removal of internet access and/or disciplinary action.
- The use of social media or apps, for example as a formal remote learning platform will be robustly risk assessed by the DSL and/or the Headteacher prior to use.
- Concerns regarding the online conduct of any member of Stone Bay School community on social media will be taken seriously. Concerns will be managed in accordance with the appropriate policies, including anti-bullying, allegations against staff, behaviour, home school-agreements, staff behaviour, Acceptable Use Policies, and child protection.

4. Staff use of social media

- The use of social media during school/residential hours for personal use is not permitted in the classrooms or flats or where any pupils are present.

- Safe and professional online behaviour is outlined for all members of staff, including volunteers, as part of our Staff Behaviour and Conduct policy and acceptable use of technology policy.
- The safe and responsible use of social media sites will be discussed with all members of staff as part of staff induction. Advice will be provided and updated via staff training and additional guidance and resources will be shared with staff as required on a regular basis via the weekly briefing and staff updates.
- Any complaint about staff misuse of social media or policy breaches will be taken seriously in line with our child protection and allegations against staff policy.

4.1 Reputation

- All members of staff are advised that their online conduct on social media can have an impact on their role and reputation within the school. Civil, legal or disciplinary action may be taken if staff are found to bring the school into disrepute, or if something is felt to have undermined confidence in their professional abilities.
- All members of staff are advised to safeguard themselves and their privacy when using social media. This may include, but is not limited to:
    - Setting appropriate privacy levels on their personal accounts/sites.
    - Being aware of the implications of using location sharing services.
    - Opting out of public listings on social networking sites.
    - Logging out of accounts after use.
    - Using strong passwords.
    - Ensuring staff do not represent their personal views as being that of the school.
- Members of staff are encouraged not to identify themselves as employees of Stone Bay School on their personal social networking accounts; this is to prevent information being linked with the setting and to safeguard the privacy of staff members.
- All staff are expected to ensure that their social media use is compatible with their professional role and is in accordance our policies and the wider professional reputation and legal framework. All members of staff are encouraged to carefully consider the information, including text and images, they share and post on social media.
- Information and content that staff members have access to as part of their employment, including photos and personal information about learners and their family members or colleagues, will not be shared or discussed on social media sites.
- Members of staff will notify the leadership team immediately if they consider that any content shared on social media sites conflicts with their role.

4.2 Communicating with learners and their families

- Staff will not use any personal social media accounts to contact learners or their family members.

- All members of staff are advised not to communicate with or add any current or their family members, as 'friends' on any personal social media accounts.
- Any communication from learners and parents/carers received on personal social media accounts will be reported to the DSL and the headteacher
- Any pre-existing relationships or situations, which mean staff cannot comply with this requirement, will be discussed with the DSL and the headteacher. Decisions made and advice provided in these situations will be formally recorded to safeguard learners, members of staff and the setting.
- If ongoing contact with learners is required once they have left the setting, members of staff will be expected to use existing alumni networks, or use official setting provided communication tools.

5. Official use of social media

- Stone Bay School official social media channels are: Class Dojo, Facebook and Twitter
- The official use of social media sites by Stone Bay school only takes place with clear educational or community engagement objectives and with specific intended outcomes and the use has been formally risk assessed and approved by the headteacher prior to use e
- Official social media sites are suitably protected.
  - Official social media channels have been set up as distinct and dedicated accounts for official educational or engagement purposes only.
  - Staff use setting provided email addresses to register for and manage official social media channels.
  - Leadership staff have access to account information and login details for our social media channels, in case of emergency, such as staff absence.
- Official social media use will be conducted in line with existing policies, including but not limited to anti-bullying, image/camera use, data protection, confidentiality and child protection.
- All communication on official social media platforms by staff on behalf of the setting will be clear, transparent and open to scrutiny. Public communications on behalf of the setting will, where appropriate and possible, be read and agreed by at least one other colleague.
- Parents/carers and learners will be informed of any official social media use, along with expectations for safe use and action taken to safeguard the community.
- Parents and carers will be informed of any official social media use with learners; any official social media activity involving learners will be moderated if possible and written parental consent will be obtained as required.
- We will ensure that any official social media use does not exclude members of the community who are unable or unwilling to use social media channels.
- Members of staff who follow and/or like our official social media channels will be advised to use dedicated professionals accounts where possible, to avoid blurring professional boundaries.
- If members of staff are managing and/or participating in online social media activity as part of their capacity as an employee of the setting, they will:
  - Read and understand our Acceptable Use Policy.
  - Where they are running official accounts, sign our social media Acceptable Use Policy.

- o   Be aware they are an ambassador for the school.
- o   Be professional, responsible, credible, fair and honest, and consider how the information being published could be perceived or shared.
- o   Always act within the legal frameworks they would adhere to within the workplace, including libel, defamation, confidentiality, copyright, data protection and equalities laws.
- o   Ensure that appropriate consent has been given before sharing images.
- o   Not disclose information, make commitments or engage in activities on behalf of the setting, unless they are authorised to do so.
- o   Not engage with any private or direct messaging with current or past learners or their family members.
- o   Inform their line manager, the DSL (or deputy) and the headteacher of any concerns, such as criticism, inappropriate content or contact from learners.

6.   Learners' use of social media

- The use of social media during school hours for personal use is not permitted for learners.
- Stone Bay School will empower our learners to acquire the knowledge needed to use social media in a safe, considered and respectful way, and develop their resilience so they can manage and respond to online risks. Safe and appropriate use of social media will be taught to learners as part of an embedded and progressive safeguarding education approach using age-appropriate sites and resources. Further information is contained within our Child Protection, Online Safety and Personal Social Health & Citizenship (PSHCE) and Relationships and Sex Education (RSE) Policy.
- Learners will be taught:
  - o   to consider the benefits and risks of sharing personal details or information on social media sites which could identify them and/or their location.
  - o   to only approve and invite known friends on social media sites and to deny access to others, for example by making profiles private.
  - o   not to meet any online friends without a parent/carer or other appropriate adults' permission, and to only do so when a trusted adult is present.
  - o   to use safe passwords.
  - o   to use social media sites which are appropriate for their age and abilities.
  - o   how to block and report unwanted communications.
  - o   how to report concerns on social media, both within the setting and externally.

- Any concerns regarding learners use of social media will be dealt with in accordance with appropriate existing policies, including anti-bullying, child protection and behaviour.
- The DSL will respond to social media concerns involving safeguarding or child protection risks in line with our child protection policy.
- Concerns regarding learners use of social media will be shared with parents/carers as appropriate, particularly when concerning underage use of social media services and games.

7. Policy monitoring and review

- Technology evolves and changes rapidly. Stone Bay School will review this policy at least annually. The policy will be revised following any national or local policy updates, any local concerns and/or any changes to our technical infrastructure.
- We will regularly monitor internet use taking place via our provided devices and systems and evaluate online safety mechanisms to ensure that this policy is consistently applied. Any issues identified will be incorporated into our action planning.
- All members of the community will be made aware of how the school will monitor policy compliance: This will be completed through staff training, meetings, classroom management, Policy sharing and AUPs.

8. Responding to policy breaches

- All members of the community are informed of the need to report policy breaches or concerns in line with existing school policies and procedures. This includes: Child Protection Policy, Whistleblowing Policy and Staff Behaviour Policy.
- After any investigations are completed, leadership staff will debrief, identify lessons learnt and implement any policy or curriculum changes, as required.
- We require staff, parents/carers and learners to work in partnership with us to resolve issues.
- All members of the community will respect confidentiality and the need to follow the official procedures for reporting concerns.
- Learners, parents and staff will be informed of our complaints procedure and staff will be made aware of the whistleblowing procedure.
- If we are unsure how to proceed with an incident or concern, the DSL or headteacher will seek advice from the Education People's Education Safeguarding Service or other agency in accordance with our child protection policy.