



## Huttoft Primary School (Academy)

### Social Media Policy

For Parents/Carers

#### **Introduction**

Huttoft Primary School (Academy) recognises that many staff, governors, parents, carers and pupils use the internet for personal purposes and that they may participate in social networking on social media websites such as Facebook, Twitter, YouTube, Instagram etc

Whilst staff, governors, parents and carers are free to use the internet in this way, they must ensure that they do not breach the law or disclose the school's confidential information, breach copyright, defame the school, its staff, governors, parents, carers or pupils. They must not disclose personal data or information about any individual that could breach the current Data Protection Act or Huttoft Primary School (Academy)'s E-Safety policy. They should keep completely confidential, any information regarding the children, their families or staff which is learned through the school. Staff and governors should not refer to any information regarding the school, its holidays or any events that occur there.

#### **Purpose of the Policy**

To outline the responsibilities of staff, governors, parents and carers when setting up personal websites and blogs, and using school networking websites. This policy relates to material posted on public areas as well as those restricted to certain individuals.

This policy applies to all staff and to all online communications which directly or indirectly, represent the school posted at any time and from anywhere. It encourages the safe and responsible use of social media through training and education. It defines the monitoring of public social media activity pertaining to the school.

The school respects privacy and understands that staff and pupils may use social media forums in their private lives. However, personal communications likely to have a negative impact on professional standards and/or the school's reputation are within the scope of this policy.

**Professional communications are those made through official channels, posted on a school account or using the school name. All these professional communications are within the scope of this policy.**

## Social Media Definition

Social media technologies take on many different forms including magazines, internet forums (messageboards) weblogs (blogs), microblogging (Twitter, Reddit), social networks (Facebook, Instagram etc) podcasts, photographs or pictures, video and virtual game worlds (Moshi Monsters, Club Penguin, MineCraft etc).

## Websites and Blogs

The following guidelines/regulations/requirements apply:

- Staff, governors, parents and carers must not disclose any information that is confidential to the school or any third party that has disclosed information to the school
- Staff, governors, parents and carers must not link any personal websites, social networking sites etc to the school's website
- Staff, governors, parents and carers must not use the school website, internet systems, e-mail addresses or intranet for their weblogs
- Huttoft Primary School (Academy) will not tolerate criticisms though social media websites and blogs

## Important Considerations

When writing a weblog and placing information on social networking sites, staff, governors, parents and carers should follow these guidelines –

- ✘ **Do not** – include any information that breaches copyright and should link to other material rather than cutting and pasting it
- ✘ **Do not** – defame (libel) anyone. A member of staff, governor, parent or carer who makes a defamatory statement that is published on the internet may be legally liable for any damage to the reputation of the individual concerned
- ✘ **Do not** – include personal information about an individual without his/her consent otherwise they risk breaching the Data Protection Act, 1998 which is a criminal offence
- ✘ **Do not** – include material that is abusive, defamatory, sexist, racist or that could be interpreted as harassment or bullying
- ✘ **Do not** – bring Huttoft Primary School (Academy) into disrepute

## **Cyber Bullying**

Huttoft Primary School (Academy) is committed to ensuring that all of its staff, parents/carers and pupils are treated with dignity and respect. Bullying and harassment of any kind will not be tolerated. Cyber bullying methods could include text messages, emails, phone calls, instant messenger services, circulating photos or video clips or by posting comments on websites, blogs or in chat rooms. Personal blogs that refer to colleagues without their consent is also unacceptable. Staff, governors, parents and carers who cyber bully could also face criminal prosecution under various laws, including the Malicious Communications Act, 1988.

## **Disciplinary Action**

If necessary, action will be taken against any member of staff, governor, parent or carer who is found to have breached this Policy

## **Security and Identity Theft**

Staff, governors, parents and carers should also be aware that social networking websites are a public forum, particularly if they are part of a 'network'. Staff, governors, parents and carers should not assume that their entries on any website will remain private. Staff, governors, parents and carers must also be security conscious and should take steps to protect themselves from identity theft, for example by restricting the amount of personal information that they give out. Social networking websites allow people to post detailed personal information such as date of birth, place of birth, and for example favourite football team which can form the basis of security questions and passwords.

- ◆ 'Nothing' on social media is truly private
- ◆ Don't use the school logo and/or branding on personal accounts
- ◆ Check your settings regularly and test your privacy
- ◆ Keep an eye on your digital footprint
- ◆ Keep your personal information private
- ◆ Regularly review your connections – keep them to those you want to be connected to
- ◆ When posting online consider – Scale, Audience and Permanency or what you post
- ◆ Take control of your images – do you want to be tagged in an image? What would children or other parents say about you if they could see your images?
- ◆ Know how to report a problem