



Rowde C of E Academy

Social Media Policy

Date agreed: September 2021

Review Date: August 2022

Statement of intent

Rowde School understands that social media is a growing part of life outside of school. We have a responsibility to safeguard our pupils against potential dangers when accessing the internet at school, and to educate our pupils about how to protect themselves online when outside of school.

We are committed to:

- Encouraging the responsible use of social media in support of the school's values and aims
- Protecting our pupils from the dangers of social media.
- Preventing and avoiding damage to the reputation of the school through irresponsible use of social media.
- Protecting our staff from cyber bullying and potentially career damaging behaviour.
- Arranging digital safeguarding / e-safety meetings and training for parents.

Key roles and responsibilities

The Academy Council has overall responsibility for the implementation of the Social Media Policy and procedures of Rowde School.

The Academy Council has responsibility for ensuring that the Social Media Policy, as written, does not discriminate on any grounds, including but not limited to: ethnicity/national origin, culture, religion, gender, disability or sexual orientation.

The Academy Council has responsibility for handling complaints regarding this policy as outlined in the school's Complaints procedure.

The Headteacher will be responsible for the day-to-day implementation and management of the Social Media Policy and procedures of Rowde School.

Staff, including teachers, support staff and volunteers, will be responsible for following the Social Media Policy and for ensuring pupils do so also. They will also be responsible for ensuring the policy is implemented fairly and consistently in the classroom.

Parents and carers will be expected to take responsibility for the social media habits of their child/children at home.

Parents and carers will be expected to promote safe social media behaviour.

Definitions

Rowde School defines "social media" as any online platform that offers real-time interaction between the user and other individuals or groups including but not limited to:

- Blogs.
- Online discussion forums, such as netmums.com.
- Collaborative spaces, such as Facebook.
- Media sharing services, such as YouTube.
- 'Micro-blogging' applications, such as Twitter.
- Rowde School defines "cyber bullying" as any use of social media or communication technology to bully an individual or group.
- Rowde School defines "members of the school community" as any teacher, member of support staff, pupil, parent/carer of pupil, academy councillor or ex-pupil.

Training of staff

At Rowde School, we recognise that early intervention can protect pupils who may be at risk of cyber bullying or negative social media behaviour. As such, teachers will receive training in identifying potentially at-risk pupils.

Teachers and support staff will receive training on the Social Media Policy as part of their new starter induction.

Teachers and support staff will receive regular and ongoing training as part of their development.

Social media use - staff

Teachers may not access social media during lesson time, unless it is part of a curriculum activity.

Teachers may use social media during their break times.

Members of staff should avoid using social media in front of pupils.

Members of staff should not communicate with pupils through social media.

The school discourages staff “friending” parents/carers through social media, including pupils who have since left the school. Should they choose to do so, they should always conduct themselves in a professional manner and uphold the reputation of the school.

Members of staff should avoid identifying themselves as an employee of Rowde School on social media.

Members of staff must not post content online which is damaging to the school, Acorn Academy Trust or any of its staff or pupils.

Where teachers or members of staff use social media in a personal capacity, they should make it clear that their views are personal.

Teachers or members of staff must comply with the school’s GDPR policy in respect of personal data and should not post any information which could identify a pupil, class or the school.

Members of staff should not post anonymously or under an alias to evade the guidance given in this policy.

Breaches of this policy by members of staff will be taken seriously, and in the event of illegal, defamatory or discriminatory content, could lead to prosecution, disciplinary action or dismissal.

Members of staff should be aware that if their out-of-work activity brings Rowde School into disrepute, disciplinary action will be taken.

Members of staff should regularly check their online presence for negative content via search engines.

If inappropriate content is accessed online, the Headteacher should be informed immediately.

Attempts to bully, coerce or manipulate members of the school community, via social media, by teachers and members of staff will be dealt with as a disciplinary matter.

Members of staff should not leave a computer or other device logged in when away from their desk, or save passwords.

Staff should log in to devices individually. Staff should not allow other users to access devices they are logged on to.

Staff members should use their school email address for school business and personal email address for their private correspondence; the two should not be mixed.

Social media use – pupils and parents/carers

Breaches of this policy by pupils will be taken seriously, and in the event of illegal, defamatory or discriminatory content could lead to prosecution, or exclusion.

Pupils and parents/carers should avoid attempting to “friend” or otherwise contact members of staff through social media. If attempts to contact members of staff through social media are made, this should be made aware to the Headteacher.

If members of staff attempt to “friend” or otherwise contact pupils through social media, they should be reported to the Headteacher.

Pupils and parents/carers should not post anonymously or under an alias to evade the guidance given in this policy.

Pupils and parents/carers must not post content online which is damaging to the school or any of its staff or pupils.

Pupils at Rowde School should not sign up to social media sites that have an age restriction above the pupil’s age.

If inappropriate content is accessed online on school premises, it must be reported to the Headteacher and/or DSL.

Blocked content

Inappropriate content which is accessed on the school computers should be reported to the Headteacher so that the site can be blocked.

Requests may be made to access filtered content via the Headteacher.

The final decision on whether access should be granted to a site will be made by the Headteacher.

Cyber bullying

At Rowde School cyber bullying is taken seriously.

Incidents of cyber bullying will be dealt with and reported in line the Anti-Bullying Policy.

Staff members should never respond or retaliate to cyberbullying incidents. Incidents should instead be reported as inappropriate, and support sought from their line manager or senior staff member.

Evidence from the incident should be saved, including screen prints of messages or web pages, and the time and date of the incident.

Where the perpetrator is a current pupil or colleague, most cases can be dealt with through the school’s own disciplinary procedures.

September 2021 Update:

Recent Ofsted research and publication has indicated concern at the prevalence of pupils in UK schools experiencing sexual abuse, violence and bullying. The staff at Rowde have received training from the DSL in light of this, and these categories have been added as specific items to My Concern and the Behaviour Log maintained by the HT. The school is committed to following guidance on this, including on online platforms.

Where the perpetrator is an adult, in nearly all cases, a senior staff member should invite the victim to a meeting to address their concerns. Where appropriate, the perpetrator will be asked to remove the offensive content.

If the perpetrator refuses to comply, it is up to the school to decide what to do next. This could include contacting the internet service provider in question through their reporting mechanisms, if the offensive content breaches their terms and conditions.

If the material is threatening, abusive, sexist, of a sexual nature or constitutes a hate crime, the school should consider contacting the police.

As part of our on-going commitment to the prevention of cyber bullying, regular education and discussion about e-safety will take place as part of computing and PSHE.

Be SMART online

We encourage pupils to take a SMART approach to social media behaviour:

Safe – Do not give out personal information, or post photos of yourself to people you talk to online. Follow age restriction rules.

Meeting – Do not meet somebody you have only met online. We encourage parents/carers to speak regularly to their children about who they are talking to online.

Accepting – We advise that pupils only open emails and other forms of communication from people they already know.

Reliable – We teach pupils about the dangers of believing everything they see online.

Tell – We encourage pupils to tell a teacher, parent or carer if they see anything online that makes them feel uncomfortable.

Linked Policies:

Digital Safeguarding

Child Protection Policy

Cyber Bullying

Behaviour and Attitudes Policy

Acorn Education Trust Complaints Procedure

GDPR Policy

Signed: Chair of Governors