

# The Federation of Heavers Farm and Selsdon Primary Schools

## Social Media Policy 2016

### Introduction

Social networking activities conducted online inside and outside school, such as blogging, involvement in social networking sites such as Facebook, Myspace, WhatsApp, BBM etc. and posting material, images or comments on sites such as YouTube can have a negative effect on an organisation's reputation or image if not done thoughtfully. In addition, Heavers Farm and Selsdon Primary School have a firm commitment to safeguarding children in all aspects of its work. This policy has been written to set out the key principles and code of conduct that we expect of all members of staff with respect to their responsibilities in connection with the use of social networking sites.

### Key Principles

Everyone at Heavers Farm and Selsdon Primary schools have a responsibility to ensure that they protect the reputation of the school, and to treat colleagues and members of the school with professionalism and respect.

It is important to protect everyone at Heavers Farm and Selsdon Primary schools from allegations and misinterpretations, which can arise from the use of social networking sites.

Safeguarding children is a key responsibility of all members of staff and it is essential that everyone at Heavers Farm and Selsdon Primary considers this and acts responsibly if they are using social networking sites out of school. Anyone working in the school either as a paid employee or volunteer must not communicate with children via social networking.

### Aims

To set out the key principles and code of conduct expected of all members of staff, governors, Friends and volunteers at Heavers Farm and Selsdon Primary Schools with respect to social networking.

To further safeguard and protect children and staff.

### Code of Conduct for Everyone at Heavers Farm Primary: Social Networking

The following are **not considered acceptable** at Heavers Farm and Selsdon Primary Schools:

- The use of the school's name, logo, or any other published material without written prior permission from the Executive Headteacher. This applies to any published material including the Internet or written documentation.
- The posting of any communication or images which links the school to any form of illegal conduct or which may damage the reputation of the school. This includes defamatory comments.

- The disclosure of confidential or business-sensitive information; or the disclosure of information or images that could compromise the security of the school.
- The posting of any images of employees, children, governors or anyone directly connected with the school whilst engaged in school activities unless this is part of a school or class blog which has been agreed with the Executive Headteacher.

**In addition to the above everyone at Heavers Farm and Selsdon Primary Schools must ensure that they:**

- Do not make any derogatory, defamatory, rude, threatening or inappropriate comments about the school, or anyone at or connected with the school.
- Use social networking sites responsibly and ensure that neither their personal/professional reputation, or the school's reputation is compromised by inappropriate postings.
- Are aware of the potential of on-line identity fraud and to be cautious when giving out personal information about themselves which may compromise their personal safety and security.
- Make sure that the Executive Headteacher is added as an Administrator on each class blog (wordpress.com) or gives the URL and login details to the Headteacher (non Wordpress blogs).

**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 a serious disciplinary offence, which is also contrary to the school's ethos and principles.

The Governing Body will take appropriate action in order to protect the school's reputation and that of its staff, parents, governors, children and anyone else directly linked to the school.