

MEDIA POLICY FOR STAFF, PUPILS, PARENTS AND THE WIDER SCHOOL COMMUNITY

Introduction

The internet provides a range of social media tools that allow users to interact with one another; from rediscovering friends on social networking sites such as Facebook to keeping up with other people's lives on Twitter and maintaining pages on internet encyclopaedias such as Wikipedia.

While recognising the benefits of this medium for new opportunities of communication, this policy sets out the principles that pupils, staff and the wider school community are expected to follow when using social media.

It is crucial that all stakeholders in St Nicholas CE VC First School , including pupils, parents, staff and the public at large have confidence in the school. The principles set out in this policy are designed to ensure that the use of any media is responsibly undertaken and that confidentiality of pupils and staff and the reputation of the school are safeguarded.

All members of the school community must be conscious at all times of the need to keep their personal and professional lives separate.

Send and Dyslexia Friendly Schools' Policy Statement

At St. Nicholas First School, all pupils are valued equally. Teachers plan lessons which enable all pupils to participate, achieve and excel, whatever their level of ability. Lessons provide opportunities for pupils to recognise and develop their own learning style, (auditory, visual or kinaesthetic), through varied and flexible provision across a broad and balanced curriculum.

In order to meet the needs of all our pupils, we hold the Schools' Dyslexia Friendly, Level 1 Award and are actively working towards Dyslexia Friendly Schools' Full Status.

As a school, we believe that a Dyslexia Friendly environment and teaching styles will benefit the learning of all pupils and not just those with dyslexic tendencies. Strategies that are good for the dyslexic learner are good for everyone.

Scope

This policy applies to St Nicholas CE VC First School pupils, staff, parents and the wider school community.

Under no circumstances may St Nicholas CE VC First School logos, crests, typefaces or brands be used or published on any personal web space or on any online or offline medium without prior consent. These are registered trademarks, patents and the intellectual property of St Nicholas CE VC First School.

This policy covers personal use of any media as well as the use of media for official school purposes, including sites hosted and maintained on behalf of the school.

This policy applies to personal web space such as social networking sites (for example Facebook, My Space, Instagram, Snap Chat), blogs, microblogs such as Twitter, chat rooms, forums, podcasts, open access online encyclopaedias such as Wikipedia, social bookmarking sites such as del.icio.us and content sharing sites such as flickr and YouTube. The internet is a fast moving technology and it is impossible to cover all circumstances or emerging media – the principles set out in this policy must be followed irrespective of the medium.

NB This policy also relates to communication made by all stakeholders with the British Press (newspapers, magazines, news channels etc).

Related Policies

E-Safety Policy

Computing Policy

Safeguarding Policy

Whistle Blowing Policy

Principles – Be Responsible and Respectful

Users should be conscious at all times of the need to keep their personal and professional/school lives separate. They should not put themselves in a position where there is a conflict between the school and their personal interests;

Users should not engage in activities involving media which might bring St Nicholas CE VC First School into disrepute; any communication using media about the school must have the prior consent of the Head Teacher or Chair of Governors.

Users should not represent their personal views as those of St Nicholas CE VC First School in any media.

Users should not discuss personal information about other pupils, St Nicholas CE VC First School and the wider community they interact with in any media.

Users should not use social media and the internet in any way to attack, insult, abuse or defame pupils, their family members, colleagues, other professionals, other organisations or St Nicholas CE VC First School.

Any personal media use by staff and governors should be carefully considered. In a professional capacity professionals must be mindful not to share any strong personal viewpoints which could jeopardise their position within the school community. Examples of this include:

- Extremist views (on issues that could be contentious or divisive, (e.g politics, religion, sexist etc))
- Inappropriate language
- Bad taste jokes, memes, weblinks etc

Personal use of Social Media

Pupils and members of the wider school community should not identify themselves as members of St Nicholas CE VC First School in their personal web-space, unless specifically linked to an approved job role within the school community where it serves a purpose to

professionally market the school. This is to prevent information being linked with the school and to safeguard the privacy of staff members, pupils and parents and the wider school community.

Pupils should not have contact through any personal social medium with any member of staff, whether from St Nicholas CE VC First School or any other school, other than those mediums approved by the Head Teacher unless the staff concerned are family members.

If pupils and members of the wider school community wish to communicate with staff they should only do so through school emails, school website, letters or in person.

Information that pupils and members of the wider community have access to as part of their involvement with St Nicholas First School including personal information, should not be discussed on their personal web space.

Photographs, videos or any other types of image of pupils and their families or images depicting staff members, clothing with school logos or images identifying school premises should not be published on personal or public web space without prior permission from the school.

We advise that school email addresses should not be used for setting up personal social media accounts or to communicate through such media.

Staff, pupils, parents and the wider school community should not edit open access online encyclopaedias such as Wikipedia in a personal capacity. The source of the correction will be recorded and St Nicholas CE VC First School reserves the right to amend these details for their sole purpose.

St Nicholas CE VC First School only permits limited personal use of social media by pupils during the school day and at certain times during the evenings.

Communication with the media or using media in the event of an emergency/incident occurring

In the event of a serious incident in school which may be an issue of health and safety or otherwise, e.g a fire, intruder on site the school operates within LA parameters and procedures to manage this. As part of this the Head Teacher will follow procedures outlined in the school's, annually updated, Business Continuity Plan to manage any services, provision for stakeholders and communication with parents/carers and the media.

Key points to note:

- Where required, Emergency services are always a priority for communication.
- The head teacher or other leader in school will always inform the Staffordshire Press Office immediately should the need arise.
- No staff (including the Head Teacher) should contact the media independently, without having contacted the Staffordshire Press Office.
- Staff, permitted volunteers or students working in school, should never communicate any incident with personal family members, friends etc or using social media during the incident or after the event. All communication will be managed by school through official channels.
- Once guidance has been sought, parents will be contacted with an update that is deemed relevant. (Please note this may not be instant as all staff are dealing with

the issue, parent should not seek to make contact with school to make their own enquiries, this clogs up telephone lines and hinders the Incident Management process).

- Any parents living close by the school, should not use social media or otherwise should they notice any emergency services etc being brought to the site. This may involve a sensitive situation that others are not aware of and is an issue of staff and pupil privacy and confidentiality.
- Following an incident a thorough debrief will always be carried out, information and findings from this will be communicated to parents in due course where appropriate.

All staff, parents, pupils and members of the wider community are strongly advised to ensure that they set the privacy levels of their personal sites as strictly as they can and to opt out of public listings on social networking sites to protect their own privacy. All staff, parents, pupils and members of the wider community should keep their passwords confidential, change them often and be careful about what is posted online.

Pupils and the wider school community should not post images or videos from school events on any public social media site. Images or videos taken at school events, when such permission has been granted by the school, are for the sole and private use of that individual and their use must be in accordance with the Data Protection Act 1998.

The school accepts that some sites may be used for professional purposes to highlight a personal profile with summarised details, e.g. LinkedIn. The school would advise that care is taken to maintain an up to date profile and a high level of presentation on such sites if St Nicholas CE VC First School is listed.

Using Social Media

Pupils should only use official school sites for communicating with staff, or with other pupils to communicate with one another for the purposes of an educational context.

Pupils and the wider school community are encouraged, should they choose to interact with social media sites, to do so with responsibility and respect.

Breaches of this Policy

Any breach of this policy that leads to a breach of confidentiality, defamation or damage to the reputation of St Nicholas CE VC First School or any illegal acts or acts that render St Nicholas CE VC First School liable to third parties may result in legal action, disciplinary action or sanctions in line with the published school policies for staff and pupils.

Guidelines for safe Social Media usage can be found on the following websites:

<http://www.staysafeonline.org/stay-safe-online/protect-your-personal-information/social-networks>

<http://www.childline.org.uk/explore/onlinesafety/pages/socialnetworking.aspx>

http://www.getsafeonline.org/social-networking/social-networking-sites/#.Uq7_0IPs084

<http://www.bbc.co.uk/webwise/courses/social-media-basics/lessons/stay-safe-on-social-networks>