



SOCIAL MEDIA GUIDELINES FOR STAFF, PUPILS, PARENTS AND THE WIDER SCHOOL COMMUNITY

This is a whole school policy and includes EYFS

Introduction

These guidelines set out the principles that the school community is expected to follow when using social media. It is crucial that all involved in the Dharma Primary School, including pupils, parents, staff and the public have confidence in the school. The principles set out here are designed to ensure that the use of social media is responsibly undertaken and that confidentiality of pupils and staff and the reputation of the school are safeguarded.

Scope

These guidelines apply to pupils, staff, parents and the wider school community. Under no circumstances may Dharma Primary School documents, photos, logos, or branding be used or published on any personal web space or on any online or offline medium without the prior consent of the school's Head Teacher. These guidelines cover personal use of social media as well as the use of social media for official school purposes, including sites and accounts hosted and maintained on behalf of the school. They apply to personal web space such as social networking sites (for example *Facebook*, *MySpace*, *Instagram*, *Snapchat*), blogs, microblogs such as *Twitter*, chatrooms, forums, podcasts, open access online encyclopaedias such as Wikipedia and content sharing sites such as *Vimeo*, *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 these guidelines must be followed irrespective of the medium.

Related Policies/Guidelines

- Child Protection and Safeguarding Policy
- Online Safety Policy
- Code of Conduct
- Acceptable Usage Policy

The first two documents can be found on the school website (www.dharmaschool.co.uk) and the last one (for staff) in the Staff Handbook on Google Drive and in the folder, 'All School Policies 202

School use of social media

- The school's Online Safety Policy and Child Protection and Safeguarding Policy, particularly the section on USE OF PHOTOGRAPHS AND VIDEO in the appendix of the latter policy, apply across the school's social media platforms. These documents can be viewed on the school website.
- Staff, pupils and trustees of Dharma Primary School using email and internet services should have no expectations of privacy in anything they create, store, send or receive using the school's ICT system as the school is the data controller and therefore subject to regulations under the Data Protection Act 2018 and GDPR. School email addresses are for the sole purpose of conducting school business (personal email addresses should not be used for this purpose).
- Pupils are not permitted to use social media or the internet on school premises unless supervised by a member of staff during a lesson or after school club.
- There is person designated by the Head who is responsible for running the school's official website and *Facebook*, *Twitter* and *Vimeo* accounts. No other social media platforms may be set up by any other member of the school community which have a direct or indirect connection with the Dharma Primary School, without prior permission.
- Photos, videos and audio recordings of school activities for use on the school's website and social media platforms should only be recorded on school equipment or equipment used by a designated photographer. Images, audio and video must be stored securely on the school's Google Drive in line with the school's Child Protection and Safeguarding Policy. Data can be uploaded to the Google Drive using the log-in childrenswork.co.uk. Under no circumstances should staff use their personal mobile phones or equipment to photograph or record pupils.
- The school keeps an up-to-date 'no media' list of pupils whose parents have requested that they not be included (or identifiable) in photos released to media or via public platforms such as the school website, *Facebook* and *Twitter*. This must be strictly adhered to.
- Names of pupils must NOT be included with their photographs or videos on public social media platforms, to protect their identity.
- Care must be taken to avoid any copyright infringement regarding the use of images and written material across the school's media platform.

Personal use of social media

- Users should not put themselves in a position where there is a conflict between the school and their personal interests; they should not engage in activities involving social media which might bring the Dharma Primary School into disrepute.
- Users should not represent their personal views as those of the Dharma Primary School on any social medium, or claim to speak on behalf of the school, without the prior permission of the Head Teacher. Any personal views expressed must not bring the school into disrepute.
- 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 the Dharma Primary School is listed.
- Users must not invite guests to visit the school, or engage with individuals or organisations on the school's behalf via social media, without first liaising with the Head Teacher.
- Staff and trustees should not have contact through any personal social medium with any pupil from the Dharma Primary School, unless the pupils concerned are family members.
- Members of the school community should not post images or videos from school activities or events on any public social media site. Photographs, videos or any other types of image of pupils and their families, or images identifying school equipment or premises, should not be published on personal or public web space without prior permission from the school. When such permission has been granted, it is for the sole and private use of that individual and their use must be in accordance with the Data Protection Act 2018 and the school's Child Protection and Safeguarding Policy.
- Permission must be sought from the Head Teacher before reproducing material which is the intellectual property of the school, and care should also be taken not to infringe the copyright of other parties:
 - The definition of what is work for school is defined by the terms of the conditions of employment rather than by criteria such whether it was created in-school or at home; whether it was done in school time or in evenings or holidays. The UK IP (Intellectual Property) Office states: "*Where a written, theatrical, musical or artistic work, or a film, is made by an employee in the course of his employment, his employer is the first owner of any copyright in the work (subject to any agreement to the contrary).*"

- “Teachers have written and published books since schooling began and in most cases an amenable process has evolved where permission is asked of the school/LA and usually given to allow description of the practice of teaching and learning and perhaps the use of photographs of activities or pupil outcomes. Usually acknowledgments to the school, Local Authority and people involved plus an agreement that there won’t be anything derogatory will suffice. The rules with regard to pupil safety and images also apply. In the digital age the same principles underpin e-publishing or teacher websites. Two particular circumstances which need particular attention are where a teacher is involved in software development and decides to develop that work commercially, and, where a teacher has been working as part of a team and wishes to publish as an individual.”

The above extracts are quoted from ‘The Teacher, the Workforce, the School and Copyright’, which we would advise reading in full. The article is available to view at www.copyrightsandwrongs.nen.gov.uk

- We advise that school email addresses should not be used for setting up personal social media accounts or to communicate through such media. Members of the school community should not edit school entries in open access online encyclopaedias such as Wikipedia in a personal capacity.
- We are aware that occasionally school parents may wish to set up Facebook pages for class and school-related activities. In accordance with safeguarding protocol, the school requests that care be taken to restrict access to approved members only, by implementing the appropriate privacy settings.

Breaches of this Policy

Any breach of this policy that leads to a breach of confidentiality, defamation or damage to the reputation of the Dharma Primary School or any illegal acts or acts that render the school liable to third parties may result in disciplinary action in line with the published school policies for staff and the school community.

Further guidelines for safe social media usage

www.staysafeonline.org/staysafe
www.childline.org.uk/explore/onlinesafety/pages/socialnetworking.aspx
www.getsafeonline.org/social

Person Responsible for reviewing these	CE/Head
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guidelines	
Date of last review	05/17
Date of this review	07/19
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