



## **Social Media Policy** **Wincle CE Primary School**



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## Version control

Date updated:	Brief summary of changes:
March 2025	No changes

## Our school's vision:

*Wincle School creates an enriching and outstanding rural education, nurturing the whole individual: body, mind and soul, inspiring rounded, happy, courageous children who exhibit a passion for learning, a confident faith, a loving concern for community and an inclusive respect for all.*

Our school vision encompasses the responsibility for all staff to promote pupils' positive behaviour, and encourage **an inclusive respect for all when working with electronic devices and online**. Engaging all pupils in their behaviour and conduct whilst on social media, or online is recognised as a crucial part of this holistic approach to **inspiring happy, courageous** children who display a **loving concern for the community** around them.

We encourage our pupils to 'Shine like Stars' (Philippians 2:15) and to do this run with the following acronym:

<b>S</b>	<b>Service</b>	<p>★ No act of kindness, no matter how small, is ever wasted." Aesop</p> <p>★ We would like our pupils to have the confidence to know that they can make a difference: have hope for the future.</p> <p>★ We encourage our pupils to challenge injustice and inequality</p>
<b>T</b>	<b>Theology</b>	<p>★ Our principles are founded on the truth that we are loved by the Father, Saved by the Son and Sanctified by the Holy Spirit.</p> <p>★ We want to ignite passion and curiosity for learning, providing an exciting curriculum to inspire all learners to be the best they can be.</p>
<b>A</b>	<b>Attitude</b>	<p>★ We encourage our pupils to show integrity</p> <p>★ We would like our pupils to have the courage to fight for what is important</p> <p>★ When things are challenging, we would like our pupils to display perseverance and not give up.</p> <p>★ Learn from yesterday, live for today, hope for tomorrow" Albert Einstein</p>
<b>R</b>	<b>Relationships</b>	<p>★ We nurture the whole individual: body, mind and soul</p> <p>★ We encourage the pupils to respect every living creature and show compassion.</p> <p>★ We would like our children to treat other people as they would like to be treated following Jesus' example.</p> <p>We are all unique</p> <p>We help all children build trusting relationships</p> <p>★ Clothe yourselves with compassion, kindness, humility, gentleness and patience.' (Colossians 3:12)</p>
<b>S</b>	<b>Shine like stars</b>	<p>★ I am the Light of the world; he who follows Me will not walk in the darkness, but will have the Light of life." (John 8:12)</p> <p>★ We would like our pupils to shine in their behaviour, attitudes, relationships and learning.</p>

## Social Media Policy

This policy is applicable to all employees of Wincle Primary School and covers all uses of social networking applications which are used privately.

This policy should be read alongside our **Staff Code of Conduct and Online Safety Policy**

## AIMS

To support all employees by establishing clear guidelines on the proper use of social media so that:

- the school is not exposed to legal challenge;
- the reputation of the school is not adversely affected;
- employees do not put themselves in a vulnerable position;
- employees understand how information provided via social networking applications can be representative of the school; and
- the use of social media does not impact on the school.

## PRINCIPLES

The school recognises that many employees make use of social media in a personal capacity and, in the majority of cases, this is uncomplicated and trouble-free. Whilst the school respects an employee's right to a private life and has no wish to interfere with this, when using such sites, employees must consider the potential impact it could have on their professional position, their own reputation and that of the school. The following identifies how an employee's personal life and work life can start to overlap.

- By identifying themselves as employees of the school, i.e. adding the school name on profiles, the perception of users will be that staff are representative of the school. It is therefore important that employees are mindful of the professional standards that are expected of them. Anything posted, including innocent remarks, have the potential to escalate into something that could potentially damage the image and reputation of the school or Council, or undermine its work. The originating comment may be traced back to an employee of the school and, even if they have not been involved in the latter stages of the comments, they may find themselves subject to a disciplinary investigation.
- Individuals making complaints search the web for information about staff involved in their case - finding social networking sites, blogs and photo galleries that could give fuel to their concerns or help them to identify personal information about them.
- Journalists increasingly use the web to research stories, and may reprint photos or comments that they find.
- Law firms research social networking sites as a matter of course in preparing divorce, private law children's cases and other court proceedings.
- Some organisations also look on social networking sites to find out information about people applying for jobs.

## **SOCIAL MEDIA**

### **Definition of social media**

For the purpose of this policy, social media is a type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum. The term social media refers to a number of online networking platforms such as:

- blogs (written, video, podcasts), e.g. WordPress, Blogger, Tumblr;
- micro-blogging websites, e.g. Twitter;
- social networks, e.g. Facebook, LinkedIn;
- forums/message boards; and
- content-sharing sites, e.g. Flickr, YouTube and Instagram.

Employees should be aware that there are many more examples of social media and this is a constantly changing area. Employees should follow the guidelines outlined in this policy in relation to any social media that they use.

### **Personal use of social media at work**

Employees are not allowed to access social media websites for their personal use from the school's computers or devices at any time. This includes laptop/palm-top/hand-held computers or devices (e.g. mobile phones) distributed by the school for work purposes.

The school understands that employees may wish to use their own computers or devices, such as laptops and palm-top and hand-held devices (e.g. mobile phones), to access social media websites while they are at work. Employees must limit their personal use of social media on their own equipment to their official rest breaks such as on their lunch break/times. The use of any personal computers or devices must be discreet, appropriate (e.g. not in the presence of pupils) and in no way interfere with work.

Mobile phones, should always be switched off and left in a safe place during lesson times unless the mobile phone is used for school purposes i.e. connected to the phone system. This is the case for the admin team and headteacher.

### **Social media in a personal capacity**

The school recognises that many employees make use of social media in a personal capacity. However, the employee's online profile, e.g. the name of a blog or a Twitter name, must not contain the school name. Furthermore, while they are not acting on behalf of the school, employees must be aware that they can damage the school if they are recognised as being one of the school employees. Any communications that employees make in a personal capacity through social media must not:

- a. **bring the school into disrepute, for example by:**
  - criticising the school;
  - criticising or arguing with management, colleagues, children or their families;
  - making defamatory comments about individuals or other organisations; or

- posting images that are inappropriate, for example, photographs of themselves or colleagues taken at work or links to inappropriate content;
- b. breach confidentiality, for example by:**
  - revealing any information owned by the school; or
  - giving away confidential information about an individual (such as a colleague or child) or an organisation, e.g. the school or the Local Authority;
- c. abuse their position of trust when working with children/young people, for example by:**
  - contacting children or their families through social networking sites unless the reason for this contact has been clearly and firmly established by the head teacher or chair of governors;
  - accepting any requests to become a named friend on a social networking site made by a child/young person; or
  - uploading any photographs or video containing images of children/young people for whom the employee holds a position of trust unless in line with the school procedures;
- d. breach copyright, for example by:**
  - using someone else's images or written content without permission;
  - failing to give acknowledgement where permission has been given to reproduce something; or
- e. do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by:**
  - making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age;
  - using social media to bully another individual (such as an employee of the school);
  - using social media to exclude other individuals; or
  - posting images that are discriminatory or offensive.

### **Security and identity theft**

Employees should be aware that social networking websites are a public forum, particularly if the employee is part of a "network". Employees should not assume that their entries on any website will remain private. Employees should never send abusive or defamatory messages.

Employees 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 favourite football team, which can form the basis of security questions and passwords. In addition, employees should:

- ensure that no information is made available, or referred to, that could provide a person with unauthorised access to the school and/or any confidential information;
- inform their manager immediately if they suspect that their personal site has been compromised or accessed by an unauthorised person;
- refrain from recording any confidential information regarding the school on any social networking website;
- check their security settings on social networking site so that information is only visible to the people who they want to see it;
- put their name into an internet search engine to see what people can find out about them; and
- help friends and colleagues out by letting them know if they spot things on their pages that might be misconstrued.

### **Defamatory statements**

Material posted on a site may be defamatory if it contains something about the school's employees, partners, children or other individuals that an employee may come into contact with during the course of their work that is not true and undermines the school's reputation. For example, photographs or cartoons that may have been doctored to associate the school or its employees with a discreditable act.



### **Libellous statements**

Material posted on a site may be considered libellous if it is in permanent form and directly or indirectly clearly identifies the school or one of its employees or children with material that damages their reputation. Employees should always use their own judgment but should bear in mind:

- that information that they share through social networking sites is still subject to copyright, Data Protection, Freedom of Information and Safeguarding legislation;
- the Code of Conduct; and
- other relevant school policies (e.g. Whistleblowing Procedure, Equality Policy and policies and guidance regarding acceptable use of email, intranet and internet whilst at work).

### **DISCIPLINARY ACTION**

All employees are required to adhere to this policy. Employees should note that any breaches of this policy may lead to disciplinary action under the school's disciplinary procedure. In situations where it becomes known that an employee has posted material to be defamatory or a breach of contract, the employee will be asked to remove the offending material from the social media site immediately.

Serious breaches of this policy, e.g. incidents of bullying of colleagues or social media activity causing serious damage to the school, may constitute gross misconduct and could result in dismissal.

### **EQUALITY**

Winkle CE Primary School will ensure that, when implementing the Social Media Policy, no employee will be disadvantaged on the basis of their gender or transgender, marital status or civil partnership, racial group, religion or belief, sexual orientation, age, disability, pregnancy or maternity, social or economic status or caring responsibility. This means that the policy may need to be adjusted to cater for the specific needs of an individual including the provision of information in alternative formats where necessary.