

DRAYTON PARK SCHOOL

SOCIAL MEDIA POLICY

Last reviewed: September 2024



Purpose

This policy clarifies the ways in which social media should be used by all school stakeholders, including staff, volunteers, Governors, pupils and parents, in order to:

1. Keep all members of the community safe.
2. Uphold the policies and ethos of the school.
3. Protect the reputation of the school.

Staff are expected to read this policy alongside the school's Code of Conduct and Mobile Phone Policy.

Scope

This policy covers the use of social media for school and private use. Social media includes, but is not limited to:

- Blogs, such as Blogger Online
- Discussion forums, such as Mumsnet and NextDoor
- Collaborative, communication and media sharing spaces, such as Facebook, X, Instagram, Whatsapp, LinkedIn, YouTube, SnapChat and TikTok.

Private use of Social Media Within School

Use of social media by staff, in work time, for personal use is not permitted. Staff may use social media during breaks, on personal devices. School IT equipment may not be used for personal social media use without prior permission from the Headteacher.

Pupils are not allowed to have personal IT equipment in school. For use of mobile phones, see the Mobile Phone Policy. Pupils may only use social media in school, on school IT equipment, under the direction and scrutiny of a member of staff if for a clear educational purpose.

Private Use of Social Media at any time

- Social networking sites (such as Facebook, Whatsapp, Instagram) require users to be over 13 years old. The school strongly advises parents, through our Online Safety Policies, Accessible Use Policies and regular online safety teaching and parent training, to restrict children's access to any social media and to supervise children's internet use at home.
- Any hurtful or dangerous use of social media by pupils outside school, which school staff become aware of, will be treated as a behaviour or safeguarding issue as appropriate. Parents will be informed and given advice. See our Behaviour, Anti-bullying and Safeguarding policies.
- Parents and pupils are expected to respect the privacy of school staff, volunteers and Governors and not attempt to search or follow them on personal social media sites.
- Parents should not use social media to make complaints or raise issues around individual pupils or members of staff. The school has a formal complaints policy for parents to use.
- Parents should not post pictures of pupils, other than their own children, on social media sites.
- Staff members, volunteers and school Governors should exercise caution when interacting with a pupil or former pupil under the age of 18 on any personal social media application to ensure that all interaction is limited, appropriate and professional.
- Staff, volunteers and Governors should be aware that if their out-of-work activity causes potential embarrassment for the school or detrimentally affects the school's reputation then the school is entitled to take disciplinary action.
- Useful advice for school staff, volunteers and Governors on protecting their privacy online can be found on LGFL, for example [here](#).

The Use of Social Media for School Related Activities

School-issued Google Workspace accounts are used by school staff, in and out of school, for access to apps including Gmail, Chat, Meet and Drive. Google Workspace is also used by pupils, in and out of school, using pupil logins that are configured with restrictions.

The school's Acceptable Use Policy (AUP) outlines the rules for using IT in school and these rules apply to the use of social media. This includes the use of social media with pupils and for research, planning, preparation and work-related communication. The school also uses social media, such as Twitter, Instagram and YouTube, to promote the experiences and achievements of pupils and to share learning activities. All use of social media in these ways must accord to the following terms of use:

- It must not be used to publish any content which may result in actions for defamation, discrimination, breaches of copyright, data protection or other claim for damages. This includes but is not limited to material of an illegal, sexual or offensive nature that may bring the school into disrepute.
- It must not be used to misrepresent school ethos, policy or action.
- It must not be used for the promotion of personal financial interests or personal campaigns.
- It must not be used in an abusive or hateful manner.
- It must not be used for actions that would put school representatives in breach of school codes of conduct or policies.
- It must not breach the school's code of conduct, equal opportunities or bullying and harassment policies.
- It must not name pupils alongside an image of them.
- It must not include images of any pupils for whom the school does not have photo consent from parents.
- It must not be used as a means of communicating personal or confidential information about any pupil, parent or staff member, volunteer or Governor.
- It must not bring pupils into contact with any content that is inappropriate for their age or may promote extremist views.

Who controls content for Drayton Park School's social media accounts?

The school has accounts on X, Instagram and YouTube. A limited number of staff, with permission from the Headteacher, control content. They will be responsible for password protection and uploading and overseeing of content. In any eventuality that the account gets hacked, reasonable measures will be taken to regain control of the school account and delete any inappropriate content.

The accounts are open to all followers, however we reserve the right to block accounts deemed inappropriate or offensive to ourselves and/or others.

The school accounts will not follow personal staff, parent or pupil accounts.

What is inappropriate content and referencing and how will it be dealt with?

Drayton Park School welcomes any referencing, mentions, or interactions that posit the school in a positive light only. The following are deemed inappropriate:

- Offensive language or negative remarks aimed at the school, its staff, children, parents, governors or others affiliated with the school
- Unsuitable images or content
- Images or text that infringe upon copyright
- Comments that aim to undermine the school, its staff, children, parents, governors or others affiliated with the school.

Any inappropriate content will be deleted and its users will be removed, blocked, and, depending on the nature of the comment, reported to the social media site. Serious incidents may be reported to the appropriate authorities, for example the police or Children's Social Care.