



# Social Media Policy



# Social Media Policy

Last Updated: 07/20 Update

Required: 07/23

<b>Introduction</b>
<p>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 <i>Facebook</i> to keeping up with other people's lives on Twitter and maintaining pages on internet encyclopaedias such as <i>Wikipedia</i>.</p> <p>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.</p> <p>It is crucial that all stakeholders at Denham Village 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 social media is responsibly undertaken and that confidentiality of pupils and staff and the reputation of the school are safeguarded.</p> <p>All members of the school community must be conscious at all times of the need to keep their personal and professional lives separate.</p>
<b>Scope</b>
<p>This policy applies to Denham Village School pupils, staff, parents and the wider school community.</p> <p><b>Under no circumstances may Denham Village School logos, typefaces or brands be used or published on any personal web space or on any online or offline medium without prior consent.</b></p> <p>This policy covers personal use of social media as well as the use of social media for official school purposes, including sites hosted and maintained on behalf of the school.</p> <p>This policy applies to personal web space such as social networking sites (for example <i>Facebook</i>, <i>MySpace</i>, <i>Instagram</i>, <i>SnapChat</i>), blogs, microblogs such as <i>Twitter</i>, chatrooms, forums, podcasts, open access online encyclopaedias such as <i>Wikipedia</i>, social bookmarking sites such as <i>del.icio.us</i> and content sharing sites such as <i>flickr</i> and <i>YouTube</i>. 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.</p>
<b>Principles – Be Responsible and Respectful</b>
<p>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;</p> <ul style="list-style-type: none"><li>• Users should not engage in activities involving social media which might bring Denham Village School into disrepute;</li><li>• Users should not represent their personal views as those of Denham Village School on any social medium;</li><li>• Users should not discuss personal information about other pupils, Denham Village School and the wider community they interact with on any social media;</li></ul>

- 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 Denham Village School.

### Personal Use of Social Media

Parents and members of the wider school community should not identify themselves as members of Denham Village 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.

Parents and Pupils should not have contact through any personal social medium with any member of staff, unless the staff concerned are family members.

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.

All staff, parents 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 and members of the wider community should keep their passwords confidential, change them often and be careful about what is posted online.

Parents 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.

Denham Village 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 Denham Village School is listed.

### Breaches of this Policy

Any breach of this policy that leads to a breach of confidentiality, defamation or damage to the reputation of Denham Village Infant School or any illegal acts or acts that render Denham Village 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.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>

### Review

This policy and procedures will be reviewed **every 3 years**.

Signature: .....  
Headteacher

Signature: .....  
Chair of Governors

Date: .....

Date: .....

