



Oakley Infant School
Social Network and Media Policy
Thrive, strive and achieve together.

Article 17- every child has the right to accurate information from the media

Introduction

The Governors of Oakley Infant School recognise that part of 21st century learning is adapting to the changing methods of communication and that all school stakeholders, (staff, pupils, governors and parents) engaging, collaborating, learning, and sharing in these digital environments is part of this learning. Online learning, including the use of social media can bring many learning benefits for pupils, staff and the wider community.

This policy has been written to set out the key principles and code of conduct that we expect of all members of the school community staff, pupils, parents, governors and other volunteers regarding their responsibilities in connection with the use of social networking sites. We encourage responsible use of such media as part of our commitment to safeguarding children and protect the professional reputation of the school.

The requirements of this policy apply to all uses of social networking applications which are used for school related purpose and regardless of whether the School representatives are contributing in an official capacity to social networking applications provided by external organisations.

Professional Use of Oakley Infant School Social Media

- Oakley Infant School staff, governors and volunteers are personally responsible for the content they publish online. They should be mindful that what is published will be public for a long time— and need to protect their privacy. The lines between public and private, personal and professional are blurred in the digital world. By virtue of identifying yourself as an Oakley Infant School employee, governor or other volunteer online, you are connected to colleagues, pupils, parents and the School community.
- Staff, governors and volunteers should ensure that content associated with them is consistent with their work at Oakley Infant School.
- Online behaviour should reflect the same standards of honesty, respect, and consideration that would be used face-to-face.
- When posting, staff, governors and volunteers should be sure that they say that the information is representative of their views and opinions and not necessarily the views and opinions of Oakley Infant School.
- Blogs and podcasts are an extension of the classroom/school. What is inappropriate in the classroom should be deemed inappropriate online.
- When contributing online confidential pupil information should not be posted.
- When uploading digital pictures or avatars as self representations appropriate images should be selected.
- No social media account for use in education can be created without permission
- Personal email accounts or social media accounts must never be used to conduct school business.

- Any publication must comply with all of the requirements of the General Data Protection Regulations (UK-GDPR) 2020 and the Data Protection Act 2018, and must not breach any common law duty of confidentiality, or any right to privacy conferred by the Human Rights Act 1998, or similar duty to protect private information.

Personal Use of Social Media such as Facebook, Instagram, Snapchat, YouTube, Pinterest, TikTok, LinkedIn and X (formerly Twitter)

Comments related to the School should always meet the highest standards of professional discretion. When posting, even on the strictest settings, staff should act on the assumption that all postings are in the public domain.

- The use of the School's name, logo, or any other published material may not be used without written prior permission from the Headteacher or Chair of Governors. This applies to any published material including the internet or written documentation.
- Privacy settings, where available, should be set to friends only to ensure that pupils, parents and members of the wider community cannot access photographs and comments; staff, governors and volunteers should be aware that a wider audience can sometimes see comments if they are 'friends of friends.'
- Adults should not request or accept a friendship request from any current pupil or previous pupil under the age of 18.
- Employees, Governors and other volunteers should not engage in any conversations on personal social networking sites or instant messaging with any current pupil or ex- pupil under the age of 18.
- Before posting photographs and videos which include staff, permission should be sought from the member of staff concerned.
- The posting of any images of children, governors or anyone directly connected with the School whilst engaged in School activities is not allowed without the prior written consent of the Headteacher or Chair of Governors.
- The posting of any communication or images which links the School to any form of illegal conduct or which may damage the reputation of the School is forbidden. This includes defamatory comments about the school, staff, pupils, parents or any associated school stakeholders.
- The disclosure of confidential or business-sensitive information; or the disclosure of information or images that could compromise the security of the school is not allowed.
- Not disclose any data or information about the school, colleagues in the school and/or partner organisations, pupils or parents that could breach the General Data Protection Regulations (UK-GDPR) 2020 and the Data Protection Act 2018
- Staff, Governors and volunteers must not make any derogatory, defamatory, rude, threatening or inappropriate comments about the school, or anyone at or connected with the school.
- Before posting personal photographs, thought should be given by staff or governors as to whether the images reflect their professionalism.
- Microblogging (Twitter etc.) Comments made using such media are not protected by privacy settings. Staff, Governors and other volunteers should be aware of the public and widespread nature of such media and again refrain from any comment that could be deemed unprofessional.

Please note:

If staff, governors or volunteers do not understand this policy or are in any doubt about whether their comments could be deemed to be a breach of this policy, please seek the advice of the Headteacher or Chair of Governors.

If staff or governors feel that they may already have breached this policy, please seek advice from the Headteacher or Chair of Governors.

Comments posted by parents on social media sites

Parents will be made aware of their responsibilities regarding their use of social media via this policy (in particular when their child joins the school) and through the school website and newsletters.

- Parents are asked not to post images (photos and videos) of pupils other than their own children on social media sites.
- Parents are asked to raise queries; concerns and complaints directly with the school rather than posting them on social media.
- Parents should not post malicious or fictitious comments on social media sites about the school or any member of the school community.

Use of social media by children

As the children at Oakley Infant School are all very young their use of technology and the internet should be monitored by parents. The children are taught about e-safety at school, but these messages need to be reinforced at home. Children are aware that they should not share personal information online and should not talk to people they do not know on the internet. They are encouraged to share any concerns they may have about things they have seen or heard on the internet with a grown up.

Most social media sites have a minimum age requirement of 13 years but there are some that are targeted at younger age groups.

Children will not be permitted to access their personal accounts during the school day.

They will be encouraged to share any concerns they may have with their teacher or another adult in school. E-safety is re-visited termly in the classroom and through assembly.

Cyber bullying

Oakley Infant School is committed to ensuring that all its staff, pupils, parents, governors and volunteers are treated with dignity and respect. Bullying and harassment of any kind will not be tolerated. Cyber-bullying could include text messages, emails, phone calls, instant messenger services, circulating photographs or video clips or by posting comments on web sites, blogs or in chat rooms. Personal blogs that refer to people without their consent are also unacceptable. The school can take action with reference to any incident that takes place outside school hours if it:

- Could have repercussions for the orderly running of the school community
- Poses a threat to a member of the school community

- Could adversely affect the reputation of the school or its employees, volunteers or pupils.

When appropriate legal action will be taken by the school governors.

Potential and actual breaches of the policy

In instances where there has been a potential breach of this policy, the following will apply:

- Any potential breaches of this policy will be fully investigated.
- Where it is found that there has been a breach of the policy, for staff this may result in action being taken under the Disciplinary Procedure, for Governors this will be referred to the Chair of Governors for consideration.
- Parents will be contacted and asked to remove photos or postings. If a parent is accused of making false or malicious comments about the school they will be asked to meet with the school and if they have a reasonable complaint required to address it through the school complaints procedure.
- Incidents of cyber bullying will be addressed through legal means if necessary.

A breach of this policy will be considered to be a serious offence which is also contrary to the School's ethos and principles. The Governing Body will take appropriate action in order to protect children, the School's reputation and that of its staff and governors.

Approved by Resources Committee
Review date

Sum 2024
Spring 2027