

Social Media Policy



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1. Statement of intent

1.1 The Arthur Terry Learning Partnership (ATLP) understands that social media is a growing part of life outside of school. It has a responsibility to safeguard its students against potential dangers when accessing the internet at school, and to educate students about how to protect themselves online when outside of school.

1.2 The ATLP is committed to:

1.2.1 Encouraging the responsible use of social media in support of its mission, values and objectives.

1.2.2 Protecting its students from the dangers of social media.

1.2.3 Preventing and avoiding damage to the reputation of the Partnership through irresponsible use of social media.

1.2.4 Protecting staff from cyber bullying and potentially career damaging behaviour.

1.2.5 Arranging e-safety meetings for students and parents when relevant.

1.2.6 Advising staff on the ATLP protocols and restrictions on the use of social media in relation to the ATLP and the wider expectations of staff conduct.

2. Key roles and responsibilities

- 2.1 The Audit & Risk Committee has responsibility for the approval of the Social Media Policy and social media procedures of the ATLP. The Audit and Risk Committee has responsibility for ensuring that the Social Media Policy, as written, does not discriminate on any grounds, including but not limited to: ethnicity/national origin, culture, religion, gender, disability or sexual orientation.
- 2.2 The CEO and Executive Team (ET) have oversight and intervention rights when required regarding the implementation of the policy and any actual or perceived reputational risk. The Executive Team will manage the ATLP's Social Media Policy in relation to the wider partnership.
- 2.3 Headteachers will be responsible for the day-to-day implementation and management of the Social Media Policy and procedures at their schools.
- 2.4 Staff, including teachers, support staff and volunteers, will be responsible for following the Social Media Policy and for ensuring students do so. They will also be responsible for ensuring the policy is implemented fairly and consistently in the classroom.
- 2.5 Parents and carers will be expected to take responsibility for the social media habits of their child/children at home and to promote safe social media behaviour. Guidance on this is included by schools in parent information packs.
- 2.6 Complaints regarding this policy should follow the ATLP Complaints Policy.

3. Individual school's e-safety team and the ATLP IT Team

- 3.1 Each school has responsibility locally for e-safety.
- 3.2 The ATLPs IT and Operations & Estates teams retain responsibility for overall network security.

4. Definitions

- 4.1 The ATLP defines "social media" as any online platform that offers real-time interaction between the user and other individuals or groups including but not limited to:
 - 4.1.1 Blogs.
 - 4.1.2 Online discussion forums, such as netmums.com.
 - 4.1.3 Collaborative spaces, such as Facebook and LinkedIn.
 - 4.1.4 Media sharing services, such as YouTube.
 - 4.1.5 Image messaging and multimedia mobile applications such as Snapchat.
 - 4.1.6 'Micro-blogging' applications, such as Twitter.
- 4.2 The ATLP defines "cyber bullying" as any use of social media or communication technology to bully an individual or group.
- 4.3 The ATLP defines "members of the school community" as any teacher, member of support staff, volunteer, and trainee, apprentice, and pupil, parent/carers of pupil, governor, trustee, or member.

5. Training of staff

- 5.1 At the ATLP, it is recognised that early intervention can protect students who may be at risk of cyber bullying or negative social media behaviour. Staff safeguarding training includes identifying potentially at-risk students.
- 5.2 Teachers and support staff with access to a social media account will receive training on the Social Media Policy as part of their new starter induction.

6. Pupil expectations

- 6.1 Students are responsible for following the school rules and will be expected to follow requests from staff members.

7. Social media use - staff

- 7.1 School social media passwords should be confidential and kept in a safe place. Passwords must never be shared.
- 7.2 The Head of PR & Communications and the ATLP IT team are responsible for ATLP's social media accounts. Individual schools are required to manage their own accounts.
- 7.3 The use of smart phone technology should be only in accordance with Trust rules.
- 7.4 Members of staff will not use personal social media in front of students.
- 7.5 Members of staff should act in accordance with the staff code of conduct. As an example, do not "friend" or otherwise contact students or parents/carers through social media.
- 7.6 If students or parents/carers attempt to "friend" or otherwise contact members of staff through social media, this should be reported to the headteacher.
- 7.7 In accordance with safeguarding training, members of staff **must not** post content online that is damaging to the Trust, the school or any of its staff or students.
- 7.8 Members of staff must not comment on or engage with posters on any posts or comments that cast the schools and/or Partnership in a negative light, even if the staff member's response is intended to support the school.
- 7.9 Where members of staff use social media in a personal capacity, they should make it clear that their views are personal.
- 7.10 Teachers or members of staff must not post any information, which could identify a pupil, class or the school. Schools will use reasonable endeavours not to use photographs of students who have elected not to have their image used.
- 7.11 All social media accounts set up in schools will need to provide a full administrator account to the ATLP IT team.

- 7.12 Members of staff should not post anonymously or under an alias to evade the guidance given in this policy.
- 7.13 Breaches of this policy by members of staff will be taken seriously, and in the event of illegal, defamatory or discriminatory content, could lead to prosecution, disciplinary action or dismissal.
- 7.14 Members of staff should be aware that if their out-of-work activity brings the ATLP or any of its schools into disrepute, disciplinary action will be taken.
- 7.15 Members of staff should regularly check their online presence for negative content via search engines.
- 7.16 If inappropriate content is accessed online, please notify the headteacher at each school.
- 7.17 Attempts to bully, coerce or manipulate members of the school community, via social media, by members of staff will be dealt with as a disciplinary matter.
- 7.18 Members of staff must lock the screen of their computer or other device when moving away from the device.
- 7.19 Member of staff should use their school email address for school business and personal email address for their private correspondence; the two should not be mixed.

8. Social media use – students and parents/carers

- 8.1 Students may not access social media during lesson time, unless it is part of a curriculum activity.
- 8.2 Breaches of this policy by students will be taken seriously, and in the event of illegal, defamatory or discriminatory content could lead to prosecution, or exclusion.
- 8.3 Students and parents/carers should not post anonymously or under an alias to evade the guidance given in this policy.
- 8.4 Students and parents/carers should strongly consider the impact of posting content online that is damaging to the school or any of its staff or students.
- 8.5 As part of student's education, ATLP positively promotes online safety. Unless specifically required for school work and as part of a school managed system, the responsibility for checking and enforcing which services students sign up to remains with parents. Parents particular attention is drawn to both statutory and guidance age restrictions appropriate to some service providers.
- 8.6 If inappropriate content is accessed online on school premises, it **must** be reported to a teacher.

9. Blocked content

- 9.1 Certain social media websites, including Facebook, are blocked by the network's firewalls.

- 9.2 Attempts to circumvent the network's firewalls will result in a ban from using school computing equipment, other than with close supervision.
- 9.3 Inappropriate content that is accessed on the school computers should be reported to the ATLP IT Team so that the site can be blocked.
- 9.4 Requests may be made to access erroneously blocked content by contacting the ATLP IT Team.
- 9.5 The final decision on whether access should be granted to a site will be made by the headteacher or central Operations & Estates and IT teams.

10. Cyber bullying

- 10.1 At the ATLP cyber bullying is taken seriously.
- 10.2 Incidents of cyber bullying will be dealt with and reported along the same chain as the Anti-Bullying Policy.
- 10.3 Members of staff should never respond or retaliate to cyberbullying incidents. Incidents should instead be reported as inappropriate, and support sought from their line manager or senior staff member.
- 10.4 Evidence from the incident should be saved, including screen prints of messages or web pages, and the time and date of the incident.
- 10.5 Where the perpetrator is a current pupil or colleague, most cases can be dealt with through the school's own disciplinary procedures.
- 10.6 Where the perpetrator is an adult, in nearly all cases, a senior staff member should invite the victim to a meeting to address their concerns. Where appropriate, the perpetrator will be asked to remove the offensive content.
- 10.7 If the perpetrator refuses to comply, it is up to the school to decide what to do next. This could include contacting the internet service provider in question through their reporting mechanisms, if the offensive content breaches their terms and conditions.
- 10.8 If the material is threatening, abusive, sexist, of a sexual nature or constitutes a hate crime, the school will consider contacting the police.
- 10.9 As part of the ATLPs on-going commitment to the prevention of cyber bullying, regular education and discussion about e-safety will take place as part of computing and PSHE.

11. Be SMART online

- 11.1 The ATLP encourages students to take a SMART approach to social media behaviour:
 - 11.1.1 **Safe** – Do not give out personal information, or post photos of yourself to people you talk to online. Follow age restriction rules.
 - 11.1.2 **Meeting** – Do not meet somebody you have only met online. Parents/carers are strongly encouraged to speak regularly to their children about who they are talking to online.

- 11.1.3 **Accepting** – Students are advised to only open emails and other forms of communication from people they already know.
- 11.1.4 **Reliable** – Students are taught about the dangers of believing everything they see online.
- 11.1.5 **Tell** – Students are encouraged to tell a teacher, parent or carer if they see anything online that makes them feel uncomfortable.