

St John Baptist (Southend) CE Primary School



SOCIAL NETWORKING POLICY

Agreed: Nov 2015

Review Date: Nov 2017

By: Curriculum and Pupil Welfare Committee

Social Networking Policy

Purpose of this policy

This policy has been created to help staff under their responsibilities when using social media in relation to their job role, when representing the school as a member of staff and/or when personally using social networking sites. Staff members must be conscious at all times of the need to keep their personal and professional lives separate.

Over recent years social networking has evolved and new technologies are fast becoming an integral part of our day to day lives. While recognising the benefits of social networking, we must also remember it is important that we think about what we post/comment before we act.

The school and its employees have a responsibility to ensure the school's reputation is not damaged/affected by careless or reckless images and/or comments posted through the use of social media.

Social networking includes but is not limited to; twitter, facebook, myspace, YouTube, Google+, Bebo, wikis, forums, blogs, chatrooms, video/photo sharing, etc.

The use of social media for school purposes

Any communication carried out on social media on school hardware or in St John Baptist School's name must be consistent with the status and nature of the school.

Therefore staff are NOT expected to do the following:

- Bring the school or the local authority into disrepute with comments or images
- Make the school or the local authority look and/or sound un-professional
- Post comments that reflect negatively on your colleagues
- Post negative comments about the teaching profession

Posting comments on behalf of the school must be approved by St John Baptist School before being published.

One important difference between traditional communications and internet based communications is that once published on the internet, even when you subsequently delete it, a copy of your blog/post entry, could still remain somewhere on the Internet for many years into the future, (for example it can remain in a search engine archive), which could potentially cause you and the school embarrassment or worse in the future.

Personal web publishing

In the context of the school, personal web publishing is when an employee uses non-school computer equipment in their free time to connect to the internet and creates or uses social networking sites in a personal or private capacity.

In these circumstances staff should remember the following:

- Staff are personally responsible for all content posted on their personal pages (i.e- profile) including any link to any material on other web pages
- Employees must not use the schools logo on any personal social media activities
- Staff must not claim to be representing the school when using social networking sites in a personal capacity
- Staff must be aware that any posts/blogs/comments uploaded to personal pages could represent the school if other individuals know who they are
- Information and comments that are recorded on the Internet are subject to the same laws as paper based material and could be used against you
- To ensure that any postings (text or images) they create or actively contribute to do not compromise and are not confused with their professional role
- Exercise good judgement- Refrain from comments that can be interpreted as slurs, demeaning, inflammatory.

When staff use social networking for personal use, they must consider that any post or communication (including images or text) could possibly represent the school depending on the content.

If you see/view comments/blogs/images which could bring the school into disrepute you must report it to your head teacher as soon as possible.

Privacy Settings

Most personal social networking sites give you the option to choose your own privacy settings, we advise these are set to as private as possible and to take care to avoid compromising your role in your professional capacity.

When using personal social media accounts, it is good practice to remember the following:

- Nothing is completely private
- Nothing can be deleted
- Do not add parents, carers or children as friends or personal contacts in any social media
- Do not engage in any discussion online with parents, carers, or children outside of formal channels. Some parents may feel that it is quicker or easier to raise concerns about their child, etc. via a Facebook wall or message board. Parents should be encouraged to use professional and confidential discussion channels for this

Data Protection

It is important to remember, that under no circumstances should schools personal, sensitive and/or financial data be posted/published to any social media sites.

Policy and Professionalism

All staff are expected to recognise the importance of this policy and work alongside it with the upmost professionalism. As a member of staff at St John Baptist School you are always representing the school even when out of working hours, due to the fact you are known to parents and children.

Breach of this policy

Staff are advised that a breach of this policy might lead to the withdrawal of facilities. It could also result in disciplinary action up to and including dismissal.

This document applies to all staff that work at St John Baptist School. This includes but is not limited to teachers, therapists, support staff, supply staff, administration staff, site staff, governors, volunteers and contractors.

Review

This policy will be reviewed November 2017.

Policy Authorisation and Control

Role	Name	Version	Date
DP Officer for Schools	Zoe Horsewell	1.1	20/11/2015
Head of School	Caroline Phillips	1.1	20/11/2015
Chair of Governors	Andrea Blower	1.1	20/11/2015