



Social Media Policy

1. Scope

1. This policy applies to Chad Vale Primary School ('the school' within this policy) governing body, all teaching and other staff, teacher trainees and other trainees, volunteers and other individuals who work for or provide services on behalf of the school. These individuals are collectively referred to as 'staff members' in this policy.
2. 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. It should be read alongside the school's E-Safety Policy and Data Protection Policy.

2. Principles- 'Professional, Responsible, Respectful'

1. You must be conscious at all times of the need to keep your personal and professional lives separate. You should not put yourself in a position where there is a conflict between your work for the school and your personal interests.
2. You must not engage in activities involving social media which might bring the school into disrepute.
3. You must not represent your personal views as those of the school on any social medium.
4. You must not discuss personal information about pupils, the school or local authority staff and other professionals you interact with as part of your job on social media.
5. You must 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, the school or the local authority.
6. You must be accurate, fair and transparent when creating or altering online sources of information about (or from) Chad Vale Primary School.

3. Personal Use of Social Media

1. Staff members must not have contact through any personal social medium with any pupil, from Chad Vale Primary School unless the pupils are family members.
2. Staff members must not have any contact with pupils' family members through personal social media.

3. Staff members must decline 'friend requests' from pupils, parents or other family members they receive in their personal social media accounts. If they receive such requests from them they must discuss these in general terms in class and signpost pupils to become 'friends' of the official school site where this is appropriate. (be aware that children should not be on Facebook until 13).
4. On leaving Chad Vale Primary School's employment or service, staff members must not contact current pupils or their families by means of personal social media sites.
5. All staff need to be very aware of their 'position of trust' when considering 'friend requests' from ex-pupils over the age of 18. Professional discretion is advised and we would recommend that you do not add adult ex-pupils. You must not 'friend' ex-pupils where they may have younger siblings or family members who are currently attending Chad Vale, have recently left, or may know a pupil who is currently at the school.
6. Information staff members have access to as part of their employment, including information about pupils and their family members, colleagues from school or other local schools must not be discussed on their personal social media.
7. Photographs, videos or any other types of image of pupils and their families (or the school logo) must not be published on personal social media.
8. Staff members are expected to devote their contracted hours of work to their professional duties and personal use of the internet or personal social media should not be on the school's time.
9. Caution is advised when inviting work colleagues to be 'friends' in personal social networking sites. Social networking sites blur the line between work and personal lives and it may be difficult to maintain professional relationships.
10. Staff members 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. Staff members should keep their passwords confidential, change them often and be careful about what is posted online; it is not safe to reveal home addresses, telephone numbers and other personal information. It is a good idea to use a separate email address just for social networking so that any other contact details are not given away.
11. Staff members with children currently attending Chad Vale must take particular care with their own devices where they have online links using social media or messaging apps (e.g. Facebook/iMessage/WhatsApp) with other members of staff. Personal devices using such links must be secured with a password and should be not shared with the child.
12. Staff members who choose to link with other members of staff who have children in school must take additional care over their privacy settings so that

private or confidential information about themselves cannot be accessed or used maliciously.

4. Use of school website, blogs and social media feeds

1. Staff members can only use official school sites or school email for communicating with pupils or to enable pupils to communicate with one another.
2. Staff members must at all times act in the best interests of children and young people when creating, participating in or contributing content to social media sites or blogs.
3. Messages, images, learning and other information posted on the school Twitter, Facebook, website or blogs must always present the school in a positive light and exemplify responsible use of social media.

5. Monitoring of internet use

1. Chad Vale Primary School monitors usage of its internet and email services without prior notification or authorisation from users.
2. Users of Chad Vale Primary School email and internet services should have no expectation of privacy in anything they create, store, send or receive using the school's ICT system.

6. Breaches of the policy

1. Any breach of this policy may lead to disciplinary action being taken against the staff member/s involved in line with Chad Vale Primary School or Local Authority disciplinary Policy and Procedure.
2. A breach of this policy leading to breaches of confidentiality, or defamation or damage to the reputation of Chad Vale Primary School or the Local Authority or any illegal acts or acts that render Chad Vale Primary School or the Local authority liable to third parties may result in disciplinary action or dismissal.

Reviewed May 2014

