



## **Introduction**

This document outlines Kelsey Primary School's response to the rapid development of social media.

## **Linked Policies**

This policy should be read in conjunction with the following policies:

- Behaviour
- Code of conduct for staff, governors and visitors
- Child protection
- Allegations of abuse against staff
- **Safeguarding**

## **Aims**

The Social Networking Policy is designed to:

- Recognise the rapid growth in social networking, and the support it can provide to a child's education.
- Provide a suggested context for any adult associated with the school – staff, governor, volunteer and friend to use social networking safely.
- To safeguard our children.
- To safeguard staff, governors, volunteers and friends against any allegations arising from social networking use.

The policy is not intended to interfere with an individual's civil liberties. It is intended to promote sensible and responsible use of new technologies by adults and children.

## **Introduction**

Social networking activities conducted online outside work, such as blogging (writing personal journals to publicly accessible internet pages), involvement in social networking sites such as Facebook, MySpace or Bebo and posting material, images or comments on sites such as You Tube can have a positive or negative effect on an organisation's reputation or image.

Kelsey Primary School has a firm commitment to safeguarding children and adults in all aspects of its work. This policy has been written to set out the key principles and code of conduct that we expect of all adults associated with the school (staff, governors, friends, volunteers and visitors) with respect to their responsibilities in connection with the use of social networking sites. It should also be used to educate children with respect to safe use of social media.

# Social Networking Policy – Kelsey Primary School

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## Key Principles

Everyone at Kelsey Primary School has a responsibility to ensure that they protect the reputation of the school, and to treat colleagues and members of the school with professionalism and respect.

It is important to protect everyone at Kelsey Primary School from allegations and misinterpretations which can arise from the use of social networking sites.

Safeguarding children is a key responsibility of all adults associated with the school and it is essential that everyone at Kelsey Primary School considers this and acts responsibly if they are using social networking sites out of school. Anyone working in the school either as a paid employee or volunteer must not communicate with children via social networking at any time or in any form.

This policy relates to social networking outside work. Blogging and accessing social networking sites at work using school equipment is not permitted, at any time.

However, if a member of staff feels access to a social network site or blog is useful for developing children's learning or understanding they should discuss this with the headteacher **in advance**. The headteacher will consider these on a case by case basis.

## Code of Conduct for Everyone at Kelsey Primary – Social Networking

The following are **not considered acceptable** at Kelsey Primary School:

- The use of the school's name, logo, or any other published material without written prior permission from the Headteacher. This applies to any published material including the internet or written documentation.
- 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. This includes defamatory comments.
- The disclosure of confidential or business-sensitive information; or the disclosure of information or images that could compromise the security of the school.

The posting of any images of employees, children, governors or anyone directly connected with the school whilst engaged in school activities.

**In addition to the above everyone at Kelsey Primary School must ensure that they:**

- Do not make any derogatory, defamatory, rude, threatening or inappropriate comments about the school, or anyone at or connected with the school.
- Use social networking sites responsibly and ensure that neither their personal/professional reputation, nor the school's reputation is compromised by inappropriate postings.
- Are aware of the potential of on-line identity fraud and to be cautious when giving out personal information about themselves which may compromise their personal safety and security.

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## Responsibility to our children

Everyone at Kelsey Primary School has a responsibility to pass the information in this policy to children (in an age appropriate form) at the school, so as to educate them in the safe use of social networking sites.

## Potential and Actual Breaches of the Code of Conduct

In instances where there has been an alleged breach of the above Code of Conduct, the following will apply:

Any breaches of this policy will be fully investigated, by the governor's complaints committee. Where it is found that there has been a breach of the policy this may result in:

- Advice or training being provided to the individual to help ensure there is no further breach, in the first instance of a breach.
- Action being taken under the school Disciplinary Procedure. A breach of this policy will be considered to be a serious disciplinary offence which is also contrary to the school's ethos and principles. In extreme circumstances this could result in dismissal (for a member of staff) or censure (for a governor).

The Governing Body will take appropriate action in order to protect the school's reputation and that of its staff, parents, governors, children and anyone else directly linked to the school.

## Policy Information:

<b>Date adopted by the governing body:</b>	<b>September 2016</b>
<b>Policy Written by:</b>	<b>Magnus Smedley (Headteacher)</b>
<b>Policy Review Date:</b>	<b>September 2021</b>

**Signed:**

**Chair of governors:** \_\_\_\_\_

**Headteacher:** \_\_\_\_\_