

Drew Primary School

Social Media Policy



***‘Learning today for tomorrow's
world’***

Introduction

Drew Primary School works on the principle that if we don't manage our social media reputation, someone else will.

Online Reputation Management (ORM) is about understanding and managing our digital footprint. Accordingly, we manage and monitor our social media footprint carefully to know what is being said about the school and to respond to criticism and praise in a fair, responsible manner.

The Media Lead is responsible for managing our Twitter, Instagram and Facebook accounts as well as checking our Wikipedia and Google reviews. She follows the guidance in the LGFL/Safer Internet Centre online-reputation management document [here](#).

The Drew Primary social media accounts are principally intended to advertise the excellent work by staff, pupils, parents and governors, and as a means of communication regarding the life of the school.

This policy should be read in conjunction with our Safeguarding, Acceptable Use, Online Safety and Behaviour for Learning policies.

Aims

- To raise the school's profile by sharing updates about our day-to-day life.
- To celebrate children's achievements with our school community.
- To demonstrate a positive, safe and responsible use of social media.
- To promote the use of the latest technologies for educational purposes.
- To encourage collaborative networking with other schools.

Administration

The school's social media feed will ordinarily be updated and monitored during normal school hours, Monday to Friday. However, circumstances may dictate that updates are provided at different times.

The uploading of content is monitored by members of the Senior Leadership Team and a selection of approved staff.

The Media Lead is responsible for password protection. The social media passwords are updated termly and may only be shared with the approved staff who update the social media feeds.

No names of children are used when posting.

Group photographs of students whose consent is granted are published.

Staff, pupils' and parents Social Media presence

Social media (including here all apps, sites and games that allow sharing and interaction between users) is a fact of modern life, and as a school, we accept that many parents, staff and pupils will use it. However, as stated in the acceptable use policies which all members of the school community sign, we expect everybody to behave in a positive manner, engaging

respectfully with the school and each other on social media, in the same way as they would face to face.

This positive behaviour can be summarised as not making any posts which are or could be construed as bullying, aggressive, rude, insulting, illegal or otherwise inappropriate, or which might bring the school or (particularly for staff) teaching profession into disrepute. This applies both to public pages and to private posts, e.g. parent chats, pages or groups.

If parents have a concern about the school, we would urge them to contact us directly and in private to resolve the matter. If an issue cannot be resolved in this way, the school complaints procedure [here](#) should be followed. Sharing complaints on social media is unlikely to help resolve the matter, but can cause upset to staff, pupils and parents, also undermining staff morale and the reputation of the school (which is important for the pupils we serve).

Many social media platforms have a minimum age of 13 (note that WhatsApp is 16+), but the school regularly deals with issues arising on social media with pupils/students under the age of 13. We ask parents to respect age ratings on social media platforms wherever possible and not encourage or condone underage use. It is worth noting that Online Harms regulation is likely to require more stringent age verification measures over the coming years.

However, the school has to strike a difficult balance of not encouraging underage use at the same time as needing to acknowledge reality in order to best help our pupils/students to avoid or cope with issues if they arise. Online safety lessons will look at social media and other online behaviour, how to be a good friend online and how to report bullying, misuse, intimidation or abuse. However, children will often learn most from the models of behaviour they see and experience, which will often be from adults.

Parents can best support this by talking to their children about the apps, sites and games they use (you don't need to know them – ask your child to explain it to you), with whom, for how long, and when (late at night/in bedrooms is not helpful for a good night's sleep and productive teaching and learning at school the next day). You may wish to use the [Digital Family Agreement](#) with example statements to help families agree on shared expectations around time spent on devices, and ground rules like no phones at the table or in the bedroom at night-time, and refer to the [Top Tips for Parents](#) poster along with tips around parental controls, settings, apps and games, and introduce the [Children's Commission Digital 5 A Day](#) – all available at parentsafe.lgfl.net.

The school has an official Facebook, Twitter and Instagram account (managed by the media lead) and will respond to general enquiries about the school, but asks parents/carers not to use these channels to communicate about their children.

Email is the official electronic communication channel between parents and the school, and between staff and pupils.

Pupils/students are not allowed* to be 'friends' with or make a friend request** to any staff, governors, volunteers and contractors or otherwise communicate via social media.

Pupils/students are discouraged from 'following' staff, governor, volunteer or contractor public accounts (e.g. following a staff member with a public Instagram account). However, we accept

that this can be hard to control (but this highlights the need for staff to remain professional in their private lives). In the reverse situation, however, staff must not follow such public student accounts.

* Exceptions may be made, e.g. for pre-existing family links, but these must be approved by the Headteacher/Principal, and should be declared upon entry of the pupil or staff member to the school).

** Any attempt to do so may be a safeguarding concern or disciplinary matter and should be notified to the DSL (if by a child) or to the Headteacher (if by a staff member).

Staff are reminded that they are obliged not to bring the school or profession into disrepute and the easiest way to avoid this is to have the strictest privacy settings and avoid inappropriate sharing and oversharing online. They should never discuss the school or its stakeholders on social media and be careful that their personal opinions might not be attributed to the school, trust or local authority, bringing the school into disrepute.

The serious consequences of inappropriate behaviour on social media are underlined by the fact that during the last 5 years, there have been 263 Prohibition Orders issued by the Teacher Regulation Agency to teaching staff that involved misuse of social media/technology.

All members of the school community are reminded that particularly in the context of social media, it is important to comply with the school policy on Digital Images and Video and permission is sought before uploading photographs, videos or any other information about other people.

The statements of the Acceptable Use Policies (AUPs) which all members of the school community have signed are also relevant to social media activity, as is the school's Data Protection Policy.

Followers

The Drew Primary School social media accounts are public to all followers. However, we reserve the right to block followers deemed inappropriate or offensive to our community.

Networking

The Drew Primary School accounts will seek to follow other users where following another account has obvious benefits to the school such as A children's author or community news. These will be decided on a case-by-case basis by the Media Lead.

Interactions

The Drew Primary School social accounts maintain a formal, courteous and professional tone in communicating via social media.

Social media incidents

Breaches of this policy and of school AUPs (Acceptable Use Policies) will be dealt with in line with the school behaviour policy (for pupils) or code of conduct (for staff).

Further to this, where an incident relates to an inappropriate, upsetting, violent or abusive social media post by a member of the school community, Drew Primary School will request that the post be deleted and will expect this to be actioned promptly.

Where an offending post has been made by a third party, the school may report it to the platform where it is hosted, and may contact the Professionals' Online Safety Helpline, POSH (run by the UK Safer Internet Centre) for support or help to accelerate this process. The police or other authorities may be involved where a post is potentially illegal or dangerous.

Extremism

The school has obligations relating to radicalisation and all forms of extremism under the Prevent Duty part of our safeguarding policy. Staff will not support or promote extremist organisations, messages or individuals, give them a voice or opportunity to visit the school, nor browse, download or send material that is considered offensive or of an extremist nature. We ask for parents' support in this also, especially relating to social media, where extremism and hate speech can be widespread on certain platforms.