



# **Whixall CE Primary School and Nursery**

**Part of Fields Multi Academy Trust**

## **Social Media Policy**

Written: September 2018  
Agreed by Governors: October 2018  
To be reviewed: September 2019

*“Whixall CE Primary School and Nursery is committed to safeguarding and promoting the welfare of children and adults at all times and expects everybody working with us to share this commitment.”*

## 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 Twitter, Facebook, MySpace or Bebo and posting material, images or comments on sites such as YouTube or Instagram can have a negative effect on an organisation's reputation or image.

In addition, Whixall CE Primary School and Nursery has a firm commitment to safeguarding children 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 members of staff with respect to their responsibilities in connection with the use of social networking sites.

## Key Principles

Everyone at Whixall CE Primary School and Nursery 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 our school from allegations and misinterpretations which can arise from the use of social networking sites. Safeguarding children is a key responsibility of all members of staff and it is essential that everyone\* 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 from Whixall CE Primary School and Nursery via social networking.

## Aims

To set out the key principles and code of conduct expected of all members of staff, governors, and volunteers at Whixall CE Primary School and Nursery with respect to social networking.

To further safeguard and protect children and staff.

### **Code of Conduct for Everyone at Whixall CE Primary School – Social**

#### **Networking (please also refer to the schools e-safety policy) The**

following are not considered acceptable:

- 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, damage the reputation of a child or place anyone in danger. Asking questions about school events online can generate unnecessary 'rumour' issues and misinterpretation of information and it is essential if any member of the school community requires information about an incident or event they contact the school directly.

- 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 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 online identity fraud and to be cautious when giving out personal information about themselves which may compromise their personal safety and security.

### **Potential and Actual Breaches of the Code of Conduct:**

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

**Any breaches of this policy will be fully investigated.** Where it is found that there has been a breach of the policy this may result in action being taken under the **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.

The Local 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.