



Mayflower
Community
Academy

Social Media Policy

VERSION CONTROL SHEET

POLICY NAME: Social Media Policy

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Document date	Filename	Meeting submitted	Summary of changes required
December 2017		December FGC	New Policy
October 2019		20/11/19	No changes
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This policy has been adapted from the Social Media Policy provided by School's HR Adviser for PAPH.

All staff are responsible for their own compliance with this policy and for ensuring that it is consistently applied. All staff should ensure that they take the time to read and understand it. Any breach of this policy should be reported to their immediate line manager or the Head teacher

Key Principles

All stake holders at Mayflower Community Academy including staff, pupils, parents/carers governors, volunteers, external services providers and students should ensure they conduct themselves, at all times, in such a way that serves to protect the reputation of the school, and treat colleagues, pupils and others associated with the school with professionalism and respect.

It is important to protect all stake holders at Mayflower Community Academy from being the subject of inappropriate statements and comments placed on social networking sites. This could include statements referring to confidential issues, making false or vexatious allegations, derogatory, insulting or offensive remarks and threats or intimidating comments. The posting of such comments will be viewed as a potential breach of the school's policy and appropriate action taken. Where such actions are committed by employees of the school, it may be viewed as misconduct or gross misconduct and steps may be taken in accordance with the school's agreed disciplinary policy.

Safeguarding children is a key responsibility of all members of staff and it is essential that all stake holders at Mayflower Community Academy consider this and act responsibly if they are using social networking sites. Anyone working in the school, both as a paid employee or volunteer, must ***not communicate directly with children*** via social networking sites and should only communicate via parents. However, it is ***strongly advised not to use this to communicate with parents through private messaging.***

This policy relates to the use of social networking both during and outside working hours. It should also be noted that ***the accessing of social networking sites during working hours, on personal devices such as mobile phones, is only permitted for educational purposes. For example, sharing examples of learning on social media.***

Aims

To set out the key principles and code of conduct expected of all stakeholders in the school including, staff, pupils, parents/carers, governors, volunteers external service providers and students at the school with respect to social networking.

To support both the LAT and Governing Body's overriding commitment to safeguard and protect children, staff and other stakeholders at the school.

Code of Conduct for all stakeholders (adults and children) at the school

The following actions on social media sites are considered **not acceptable** at Mayflower Community Academy:

- The use of the school's name, logo, or any other published material without prior permission from the Head teacher. This applies to any published material including both electronic and paper communications.
- The **posting of any communication, references or images** which links the school to any form **of illegal activity** or any other action 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 **unauthorised posting of any images of employees, children, governors** or anyone directly connected with the school whilst engaged in school activities including staff social events.
- **Making derogatory, defamatory, rude, threatening or inappropriate comments about the school, or anyone at or connected with the school.**

Additional guidance for adults at the school

- No member of staff should interact with **any pupil** in the school on social networking sites directly, all communication should be via parents/carers.
- No member of staff should interact with **any ex-pupil** in the school on social networking sites who is **under the age of 18**.
This means that no member of the school staff should request access to a pupil's area on the social networking site. Neither should they permit the pupil access to the staff members' area e.g. by accepting them as a friend.
- Where family and friends have pupils in school and there are legitimate family links, please inform the head teacher in writing. However, it would not be appropriate to network during the working day on school equipment.
- It is **illegal for an adult to network, giving their age and status as a child**.
- If you have any evidence of pupils or adults using social networking sites in the working day, please contact the named E-Safety Co-ordinator (Siobhan Bradshaw)/ Head of School (Sarah Sandey).

In addition to the above requirements, stakeholders must **use social networking sites responsibly and ensure that either their personal/professional reputation, or the school's reputation, is compromised by inappropriate postings**.

Stakeholders should also be aware of **risks associated with on-line identity fraud** and be cautious when giving out personal information about themselves which may compromise their personal safety and security.

Additional guidance for children and parents/carers at the school

- **No pupil under 13 should be accessing social networking sites.** This is the guidance from both Facebook, Instagram and twitter. There is a mechanism on Facebook where pupils can be reported via the Help screen.
- **No pupil may access social networking sites during the school working day. Teachers may utilise their school's social media sites, for example Twitter and Instagram for sharing school related news.**
- All **mobile phones must be handed into class teacher and locked away securely.** The mobile phone must be switched off. Failure to follow this guidance will result in a total ban for the student using a mobile phone.
- No mobile phone/device to be accessed on school grounds. Staff reserve the judgement to allow use of devices in exceptional circumstances. For example; during emergencies or safeguarding incidents.
- **No pupil should attempt to join a staff member's area/be-friend a staff member** on networking sites. If pupils attempt to do this, the member of staff is to inform the Head teacher. Parents will be informed if this happens.

Any attempts to breach firewalls will result in a ban from using school ICT equipment other than with close supervision.

Any improper contact, content or cyber bullying should be reported immediately to designated safeguarding leaders.

We have a zero tolerance to cyber bullying (See E-Safety Policy).

Potential and Actual Breaches of the Code of Conduct

In instances where there has been a breach of the terms of this policy by an employee of the school, the following will apply:

Any breaches of this policy by an employee of the school 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**. Depending on the circumstances, a breach of this policy may be **viewed as misconduct** which could result in **disciplinary action** being taken or gross misconduct which may result in summary **dismissal**.

Any breach of this policy by a stakeholder who is not an employee of the school, will result in the LAT taking 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.

In instances where there has been a breach of terms of this policy by a child of the school, normal E-Safety reporting procedure will take place (see E-Safety Policy).