



RIVERVIEW SOCIAL MEDIA POLICY

This policy links to the school's Online Safety Policy and Bullying Policy.

Social media sites play an important role in the lives of many people, including children. We recognise that social networking can bring many benefits, but there are also potential risks. The aim of this document is to give clarity to the way in which social media sites are to be used by the Riverview C of E Primary and Nursery School community: pupils, staff, parents/carers, governors and other volunteers. All members of the school community should bear in mind that information they share through social media and networks, even if it is on private spaces, is still subject to copyright, data protection and Freedom of Information legislation, the Safeguarding Vulnerable Groups Act 2006, and UK libel and defamation laws.

The use of social media sites by pupils whilst at school

Pupils should not access social networking sites whilst at school without obtaining permission from a member of staff. Pupils and parents will be reminded that the use of most social media sites is inappropriate for primary-aged pupils as most of them have an age limit of 13+ years old.

Use of social media sites by employees in a personal capacity

It is possible that a high proportion of staff will have their own social networking accounts. It is important that they protect their professional reputation, and that of the school, by ensuring that they use their personal sites in an appropriate manner.

Staff will be advised as follows:

- That they familiarise themselves with social network sites privacy settings in order to ensure that information is not automatically shared with a wider audience than intended. It is recommended that, as a minimum, all privacy settings are set to 'friends only', irrespective of use/purpose



- That they do not conduct or portray themselves, or allow friends to portray them, in a manner which may:
 - Bring the school into disrepute;
 - Lead to valid parental complaints;
 - Be deemed as derogatory towards the school and/or its employees;
 - Be deemed as derogatory towards pupils, parents/carers or governors
 - Bring into question their appropriateness to work with children;
 - Contravene current National Teacher Standards
- That they do not form online friendships or enter into communications with parents/carers as this could lead to professional relationships being compromised
- That they do not form online friendships or enter into online communications with pupils, as this could lead to professional relationships being compromised, and/or safeguarding allegations being raised
- That they should not post pictures of school events (without the head teacher's consent) or post negative comments about school/community – this includes school staff, parents, pupils, governors, volunteers.
- That if their use of social media/networking sites contravenes this policy, they may be subject to disciplinary action. Inappropriate use by employees should be referred to the Head teacher in the first instance.

Use of social media sites by parents/carers

Parents/carers will be made aware of their responsibilities regarding their use of social media:

- Parents/carers are asked not to post images (photos and videos) of their child/children or any other pupil in the school, in their school uniform on social media sites.



- Parents/carers are asked to raise queries, concerns or complaints directly with the school rather than posting on social media sites.
- Parents/carers should not post malicious or fictitious comments on social media sites about any member of the school community – including staff, parents, pupils, governors, volunteers.

Use of school social media accounts

Any school's social media accounts will be overseen/managed by the head teacher or designated person. Designated staff members will be able to access the account and post comments/information – with the head teacher's approval.

These accounts will be used as a way of communicating and sharing information with parents about school (snow days/closures/finishing times etc.), learning, school fairs, sports events, assemblies, trips, clubs etc.

Permission will be sought before posting photos/videos of parents and pupils on the school's social media site.

It should not be used by staff/parents/children to complain, moan or make negative comments about the school community – including staff, parents, pupils, governors, volunteers.

Any concerns, questions or queries about posts on the school's social media should be made in person or in writing to the school.

Members of the community wishing to be added to the school social media group will need the head teacher's approval and may be removed if their behavior contravenes this policy.

Dealing with incidents of online (cyber) bullying

Please refer to the schools Bullying Policy and Online Safety Policy for details about cyber bullying.