



Ardstraw Jubilee P.S.

Social Media Policy

As a school we acknowledge that recent developments in mobile and internet based technology has seen an ever-increasing number of adults and children making use of social media sites. These sites bring schools and their wider communities a host of opportunities to understand, engage and communicate with the wider world in new and exciting ways. We have to plan and ensure that we balance the use of social networking with the associated risks, and take necessary steps to protect the image and reputation of our staff, school community and organisation.

This policy serves to convey guidelines which members of our school community should operate within when using social media. For the purpose of this policy, social media is the term commonly used for websites and apps that allow people to interact with each other in some way by sharing information, opinions, knowledge and interests.

Responsibilities of Staff

Staff should bear in mind **who** may access their profiles on social media. Staff should therefore take care as to the information they display about themselves, their personal lives and should not make reference to school or individuals within it.

Staff should review their social networking sites to ensure that information available publicly about them is accurate and appropriate. They must take reasonable action to secure private sites, profiles and accounts so that they cannot be viewed by uninvited users.

Staff must not accept pupils as 'friends' on any social media site.

Staff are advised not to place inappropriate photographs publicly on their social networking sites, or to post indecent remarks or remarks that could be deemed as defamatory or offensive or could bring the school into disrepute.

Staff must always check any resources used for teaching, on YouTube and similar sites, to ensure that nothing offensive or inappropriate is visible.

We recognise that outside of school all members of the school community have the right to a private life, but ask that all employees follow these guidelines to help protect the professional reputation of themselves and the school.

Responsibilities of Parents, Guardians, Carers and Relatives

Whilst we are happy for parents to take photos/images of our school events and performances we ask that you do not post them publicly on social media sites, such as Facebook etc. (due to GDPR - General Data Protection Regulations).

We ask that parents and guardians follow our grievance procedures and contact the school directly if they have a concern or complaint about a member of staff or about an incident that occurred during the school day. Please do not post details of a complaint or grievance publicly on a social media site as these can be damaging to the school community. Any complaints, should they arise, should be pursued through the appropriate channels by making contact with the member of staff involved or the Principal. A meeting can then be arranged to bring a resolution to the matter. Please be aware that defamatory comments are unlawful and may result in legal action.

Responsibilities of Children

Mobile phones should be switched off, and not used, during the school day. Please note the school accepts no liability for damage or loss to mobile/electronic devices brought onto school premises.

Whilst we are happy for children to take photos/images of our school events and performances we ask that you do not post them publicly on social media sites, such as Facebook etc.

We ask that children support our approach to online safety and do not deliberately upload or add any images, video, sounds or text that could be directly related to other children, staff or other members of the school community. We also ask that children do not take photos or videos of other children or staff/school community on without first receiving their permission.

Ardstraw Jubilee PS Facebook pages

The aim of the school's Facebook pages is to give our wider school community, and others in the surrounding locality, a glimpse of some of the activities of our school. We have two Facebook pages - an 'Open' page which is open to the public and a 'Closed' page which only parents of current pupils can join. We will only post photos of our pupils to the Closed Facebook page. Parents are required to give specific permission for photos of their child/children to appear. A register of children who do not have permission to appear on our Facebook page is kept by the ICT co-ordinator and class teachers are informed.