



# **Social Media Policy**

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## **1. Introduction**

The principles set out in this policy are designed to ensure the use of social media among the Baysgarth community is undertaken responsibly and that the confidentiality of students and staff, and the reputation of the school, are safeguarded.

## **2. Scope**

The policy applies to Baysgarth students, staff, parents and the wider school community. It covers personal use of social media, as well as the use of social media for official school purposes, including sites hosted and maintained on behalf of the school.

The policy applies to personal web spaces, such as social networking sites (for example Facebook, Instagram, SnapChat), blogs, microblogs such as Twitter, chatrooms, forums, podcasts, open access online encyclopaedias such as Wikipedia, social bookmarking sites such as del.icio.us and content sharing sites such as flickr and YouTube.

Since it is impossible to cover all circumstances or emerging media, the principles set out in this policy should be followed irrespective of the medium.

## **3. Related Policies**

This policy should be read in conjunction with the following school policies:

- Code of Conduct policy
- Safeguarding policies
- E-Safety policy

## **4. Guidelines for Students**

- 4.1 Your online behaviour should reflect the same standards of honesty, respect and consideration that you use face-to-face.
- 4.2 Your use of social media should be age appropriate, e.g. only over 13s should be using Facebook.
- 4.3 When posting comments or photos on social media channels, ask yourself whether you would be happy for your parents or your future employer to read your posts.
- 4.4 Provide as little information about yourself as possible; not providing your date of birth or location will improve your online security.
- 4.5 You should set your privacy settings Facebook to 'Friends Only', but be aware that unless your friends' settings are the same as yours, your posts may be seen more widely.
- 4.6 Think carefully before engaging with strangers in 'open' environments, especially Twitter; be aware that 'protecting' your tweets will improve your online security.
- 4.7 Do not attempt to 'friend' or 'follow' staff in social media sites.
- 4.8 Do not tag or identify your, or other students, on Baysgarth social media sites; even when using your own accounts, you should ask permission before tagging someone in a photo.
- 4.9 Do not engage in any activities involving social media which might bring Baysgarth School into disrepute.
- 4.10 Do not engage in any abusive, threatening, unkind or bullying behaviour.
- 4.11 Use of profanity or threatening language is not acceptable.

- 4.12 Under no circumstances should negative comments be made about staff, parents or other students on social media sites.
- 4.13 Baysgarth School reserves the right to monitor social media activity and if students are found contravening the guidelines, then school sanctions will be imposed.

## **5. Guidelines for Staff**

- 5.1 You should decline 'friend' requests and/or block 'follows' from students you receive in your personal social media accounts.
- 5.2 You should not accept any contact from a former student of the school if under the age of 18 or if they have left the school within the last 24 months.
- 5.3 You should not have contact with a student's family members through personal social media if that contact is likely to constitute a conflict of interest.
- 5.4 Don't take photos or videos with your own phone or camera – the IT team has equipment available for loan on request.
- 5.5 If posting a photo on an approved school media platform, do not use the student's full name if they are in the photo. You may only use their full name if no photo is used, or if the post is referencing something that has already been published about the student and is well-known, e.g. a notable prize-winner.
- 5.6 Do not tag photos of staff or students.
- 5.7 When using a hyperlink in any social media, check that the content is appropriate, especially if you are sharing it.
- 5.8 Don't discuss personal information about other pupils, Baysgarth School and the wider community you interact with on any social media.
- 5.9 Set your privacy settings on Facebook to 'Friends Only', but be aware that unless your friends' settings are the same as yours, your posts may be seen more widely.
- 5.10 Passwords and other login information must be kept safely; remember to lock your work station when you leave it unattended.
- 5.11 School email addresses should not be used for setting up personal social media accounts or to communicate through such media.
- 5.12 All email communication between staff and members of the school community should be made from official school email accounts.
- 5.13 Don't engage in activities involving social media which might bring Baysgarth School into disrepute.
- 5.14 If you are aware of any inappropriate communications involving any student(s) on social media, please report this to the Deputy Head Teacher / Designated Safeguarding Lead.
- 5.15 If in any doubt regarding issues relating to specific students, please check with Learning Managers.

## **6. Guidelines for Parents**

- 6.1 The school will monitor, and where appropriate, moderate content and activity on all Baysgarth School social media platforms.
- 6.2 The school cannot be held responsible for improper use of social media by students.
- 6.3 It is the responsibility of parents and carers to monitor their child's activity on social media.
- 6.4 If you do not wish for your child's name or photo to be used in connection with the school's official social media platforms, website or PR, you must advise the school.

## 7. Using Social Media for Marketing Baysgarth School

The Head's PA runs the school's official website and Facebook account. A limited number of other staff have administrator rights to post onto the Facebook account. If you have any stories, photos or news you would like posting on the school social media accounts, you should sent information to [marketing@baysgarthschool.co.uk](mailto:marketing@baysgarthschool.co.uk).

If you have any concerns about the content you have viewed on any site, you should contact [marketing@baysgarthschool.co.uk](mailto:marketing@baysgarthschool.co.uk).

While pupils and the wider school community are encouraged to interact with these social media sites, they should do so with responsibility and respect.

If staff wish to set up dedicated social media accounts for their subject, House etc, they should first discuss this with the Head's PA.

## 8. Monitoring of Internet Use

Baysgarth School monitors usage of its internet, online content, online services and email services without prior notification or authorisation from users.

Users of Baysgarth School email and internet services should have no expectation of privacy in anything they create, store, send or receive using the school's ICT systems.

## 9. Breaches of this Policy

Any breach of this policy that leads to a breach in confidentiality, defamation or damage to the reputation of Baysgarth School or any illegal acts or acts that render Baysgarth School liable to third parties, may result in legal action, disciplinary action or sanctions in line with the published school policies for staff and pupils.

<b>Signed:</b> _____  <b>Chair of Governors</b>	<b>Signed:</b> _____  <b>Head Teacher</b>
<b>Date:</b> _____	<b>Date:</b> _____