NORRIS BANK SOCIAL MEDIA POLICY

D200

Statement of intent

Norris Bank Primary School understands that social media is a growing part of life outside of school. We have a responsibility to safeguard our students against potential dangers when accessing the internet at school, and to educate our students about how to protect themselves online when outside of Norris Bank Primary School.

We are committed to:

- Educating our students, parents and staff about the safe use of social media.
- Encouraging the responsible use of social media.
- Protecting our students from the dangers of social media.
- Preventing and avoiding damage to the reputation of the school through irresponsible use of social media.
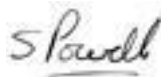- Protecting our staff from cyber bullying and potentially career damaging behaviour.

Signed by: _E Parker._   Date: September 2020

Headteacher

Signed by: _S Powell_   Date: September 2020

Chair of Governors

1. Key roles and responsibilities

1.1.   The governing body has overall responsibility for the implementation of the Social Media Policy and procedures of Norris Bank Primary School.

1.2.   The governing body has responsibility for ensuring that the Social Media Policy, as written, does not discriminate on any grounds, including but not limited to: ethnicity/national origin, culture, religion, gender, disability or sexual orientation.

1.3.   The governing body has responsibility for handling complaints relating to the policy using the school's complaint procedures at all their stages.

1.4.   The head teacher will be responsible for the day-to-day implementation and management of the Social Media Policy and procedures of Norris Bank Primary School.

1.5.   Staff, including teachers, support staff and volunteers, will be responsible for following the Social Media Policy and for ensuring students do so also. They will also be responsible for ensuring the policy is implemented fairly and consistently in the classroom.

1.6.   Parents and carers will be expected to take responsibility for the social media habits of their child/children at home.

1.7.   There will be an expectation that parents and carers will work with the school's policy and ensure the promotion of safe social media behaviour at home.

2.   The school's e-safety team and network manager

1.1.   The school's e-safety team consists of: Elena Ponsen (Headteacher), Pam Koutsouvelis, Pam Vaughan and Shaun Stirling (Curriculum team – Computing) and Julie Ewing (School Business Manager)

The school's network manager is Matt Codling/Stuart Dale, Stockport AVA Services

3.   Definitions

3.1.   Norris Bank Primary School defines "social media" as any online platform that offers real-time interaction between the user and other individuals or groups including but not limited to:

● Blogs
● DOJO
● VLE
● Online discussion forums
● Media sharing services, such as YouTube.
● 'Micro-blogging' applications, such as Twitter.

3.2.   Norris Bank Primary School defines "cyber bullying" as any use of social media or communication technology to bully an individual or group.

3.3.   Norris Bank Primary School defines "members of the school community" as any member of staff, child, parent/carer or governor. The definition also covers friends, and relatives.

4.   Training of staff

4.1.   At Norris Bank Primary School, we recognise that early intervention can protect children who may be at risk of cyber bullying or negative social media behaviour.

4.2.   Teachers and support staff will receive training on the Social Media Policy as part of their Safeguarding induction.

4.3.   Teachers and support staff will receive regular and on-going e-safety training as part of their professional development.

5.   Social media use - staff

5.1.   Members of staff may not access social media during lesson time, unless it is part of a curriculum activity. However, staff may use social networking during non-teaching time in a private/off site area away from children. This does not include PPA or directed time away from the classroom unless for educational research or lesson preparation.

5.2.   Teachers may use social media during their break times and lunchtimes in a private/off site area away from children unless they are on duty.

5.3.   Members of staff **must not** "friend" or otherwise contact children or ex-children through social media. They should also carefully consider whether it is appropriate to 'friend' parents/carers.

5.4.   If children or ex-children attempt to "friend" or otherwise contact members of staff through social media, they must be reported to the head teacher.

5.5.   Members of staff should avoid identifying themselves as an employee of Norris Bank Primary School on social media.

5.6.   Members of staff **must not** post content online which could be deemed damaging to the school or any of its staff or children.

5.7.   Where teachers or members of staff use social media in a personal capacity, they should make it clear that their views are personal.

5.8.   Teachers or members of staff must not post any information which could identify a student, class or the school. This includes any images of children, staff, the school or children' work.

5.9.   Members of staff should not post anonymously or under an alias to evade the guidance given in this policy.

5.10.   Breaches of this policy by members of staff will be taken seriously, and in the event of illegal, defamatory or discriminatory content, could lead to prosecution, disciplinary action or dismissal.

5.11.   Members of staff should be aware that if their online activity during work or out of work hours brings Norris Bank Primary School into disrepute, disciplinary action will be taken.

5.12.   Members of staff should regularly check their online presence for negative content via search engines.

5.13.   Attempts to bully, coerce or manipulate members of the school community, via social media, by members of staff will be dealt with as a disciplinary matter.

5.14.   Members of staff should not leave a computer or other device logged on when away from their desk.

5.15.   Staff members should use their school email address for school business and personal email address for their private correspondence; the two should not be mixed.

6.   Social media use – children and parents/carers

6.1.   Children may not access social media during the school day.

6.2.   Breaches of this policy by children will be taken seriously, and in the event of illegal, defamatory or discriminatory content could lead to exclusion and may have to be notified to the Police.

6.3.   Children **must not** attempt to "friend" or otherwise contact members of staff through social media. If attempts to contact members of staff through social media are made, they will be reported to the head teacher.

6.4.   If members of staff attempt to "friend" or otherwise contact children or ex-children through social media, they should be reported to the head teacher.

6.5.   Children and parents/carers should not post anonymously or under an alias to evade the guidance given in this policy.

6.6.   Children and parents/carers should **not** post content online which is damaging to the school or any of its staff or children.

6.7.   Children at Norris Bank Primary School must not sign up to social media sites that have an age restriction above the child's age.

6.8.   If children or parents are aware that inappropriate content has been accessed online on school premises, it **must** be reported to a team member of the E-Safety team of their class teacher immediately.

7.   Blocked content

7.1.   All social media websites are blocked by the network's firewalls:

7.2.   Attempts to circumvent the network's firewalls will result in an exclusion and may also lead to a ban from using school computing equipment.

7.3.   Inappropriate content which is accessed on the school computers should be reported to the E-Safety team or their class teacher, so that the site can be blocked.

8.   Cyber bullying

8.1.   At Norris Bank Primary School cyber bullying is taken seriously.

8.2.   Incidents of cyber bullying that occur during the school day will be dealt with in line with the schools' behaviour policy.

8.3.   Incidents of cyber bullying that occur outside of the school day should be reported to/by parents/carers. Families should then decide whether to contact the networking site to report the issue, CEOP and/or the Police.

8.4.   Norris Bank Primary School will not investigate cyber bullying issues that have taken place outside of school. However we will work with children to repair relationships and to prevent further cyber bullying.

8.5.   Staff members should never respond or retaliate to cyber bullying incidents. Incidents should instead be reported to a member of the Senior Leadership Team and to the police.

8.6.   Evidence from the incident should be saved, including screen prints of messages or web pages, and the time and date of the incident.

8.7.   Where the perpetrator is a parent/carer, he/she will be invited into school to meet with a member of the Senior Leadership Team and will be asked to remove the offensive content.

8.8.   If the perpetrator refuses to comply, it is up to the school to decide what to do next. This could include contacting the internet service provider in question through their reporting mechanisms, if the offensive content breaches their terms and conditions.

8.9.   If the material is threatening, abusive, sexist, of a sexual nature or constitutes a hate crime, the school should consider contacting the police.

8.10.   As part of our on-going commitment to the prevention of cyber bullying, regular education and discussion about e-safety will take place as part of computing and PSHCE.

9.   Sexting

9.1   Norris Bank Primary School takes sexting very seriously. We will report any incidents of sexting including the possession and distribution of child pornography to parents and the Safeguarding Unit who will involve the police.

9.2   Norris Bank Primary School will always try to establish who has possessed or distributed an indecent image so that we are able to provide the Police with accurate information.

9.3   Norris Bank Primary School will use the DfE's current advice Searching, Screening and Confiscation to search phones if we believe they contain pornographic material.

10.   Be SMART online

1.1.   We encourage children to take a SMART approach to social media behaviour:

●   **Safe** – Do not give out personal information, or post photos of yourself to people you talk to online. Follow age restriction rules.
●   **Meeting** – Do not meet somebody you have only met online. We encourage parents/carers to speak regularly to their children about who they are talking to online.
●   **Accepting** – We advise that children only open emails and other forms of communication from people they already know.
●   **Reliable** – We teach children about the dangers of believing everything they see online.
●   **Tell** – We encourage children to tell a teacher, parent or carer if they see anything online that makes them feel uncomfortable.