



Together we love to learn  
and learn to love

# **St. Mary's CE Infant School Social Media Policy**

St. Mary's Infant school is committed to inspiring every child. We embed the Christian value of love across school life because we believe that a child who feels loved, secure and happy is a learning child. We encourage our children to achieve their potential, develop their talents, celebrate their uniqueness, and rejoice in their relationships with others.

The Social Media Policy provides clarity on the way social media sites are to be used by the St. Mary's School community: pupils, staff, parents, carers, governors and other volunteers.

It must be used by all staff to ensure that our children are safe and secure.

### **Aims of the Policy**

1. To ensure that the confidentiality of pupils and staff and the reputation of the school are safeguarded
2. To recognise that social media present significant opportunities to communicate within the school and across the wider community, but that they also present unique risks
3. To enable pupils and parents to have confidence in the school's decisions and services
4. To ensure staff members and governors use social media responsibly

### **The use of social media sites by pupils**

- Pupils should not access social networking sites at school
- Pupils and parents will be reminded that the use of some social media sites is inappropriate for primary-aged pupils

### **Use of social media sites by employees in a personal capacity**

Staff will be advised as follows:

- That they familiarize and frequently update themselves with social network sites' privacy settings in order to ensure that information is not automatically shared with a wider audience than intended.
- 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 the Teacher Standards
- That they do not form online friendships or enter into communication with parents/carers where this could lead to professional relationships being compromised.
- That they do not form online friendships or enter into online communication with pupils as this could lead to professional relationships being compromised, and/or safeguarding allegations being raised.
- That they must not post pictures of school events
- That they must not post negative comments about school events.
- That if their use of social media/networking sites contravenes this policy, they may be subject to disciplinary action

### **Comments posted by parents/carers on social media sites**

- Parents/carers will be made aware of their responsibilities regarding their use of social media via this policy, when their child joins the school, the school website and school newsletters.
- Parents/carers are asked not to post images (photos and videos) of pupils other than their own children on social media sites unless they have the permission of the parents of other children pictured
- Parents/carers are asked to raise queries, concerns or complaints directly with the school rather than posting them on social media
- Parents/carers should not post comments on social media sites about any member of the school community

### **Dealing with incidents of online (cyber) bullying**

All cases of online bullying will be dealt with in accordance with the school's anti-bullying policy. The school can take action with reference to any incident that takes place outside school hours if it:

- could have repercussions for the orderly running of the school
- poses a threat to a member of the school community
- could adversely affect the reputation of the school, or its employees/governors.

Inappropriate use of social media by employees should be referred to the Headteacher in the first instance.

All social media services to be used within school / for use in education must be approved in advance by the Headteacher.

Where it is considered necessary, the governors will seek legal advice in respect of any breaches of this policy.