

Libra School

Social Media Policy

Date	Review Date	Coordinator	Headteacher
28.02.18	25.02.19	Kirsty Crosby	Joan Wilkes

We believe this policy should be a working document that is fit for purpose, represents the school ethos, enables consistency and quality across the school and is related to the following legislation:

- Health and Safety at Work Act 1974
- Employment Rights Act 1996
- Human Rights Act 1998
- Protection from Harassment Act 1997
- Data Protection Act 1998
- Public Interest Disclosure Act 1998
- Public Interest Disclosure Act 1998
- School Standards and Framework Act 1998
- Safeguarding Vulnerable Groups Act 2006 (Transitional Provisions) Regulations 2008
- Employment Act 2008
- Equality Act 2010

The following documentation is also related to this policy:

- Acas Code of Practice 1 - Disciplinary and Grievance
- Bullying and Harassment at Work: A Guide for Managers and Employers (Acas)
- Code of Practice on Disciplinary and Grievance Procedures (Acas)
- Discipline and Grievances at Work - The Acas Guide (Acas)

We acknowledge that social networking has become part of everyday life with many people of all ages using social networking sites on a daily basis.

Many feel that there are valid reasons for exploring the educational benefits of these sites because research shows that the most discussed topics on these sites by young people are those dealing with homework and lessons.

However, school based staff need to be aware that 'posting' anything on these social networking sites about themselves, others or their place of work must be prepared for the possibility that anyone could gain access to it. This has been a major factor in identity theft.

In terms of school staff's use of social networking and the web, they must be careful what information is posted due to potential security risks.

School staff should use social networking sites wisely and cautiously and if absolutely necessary bearing in mind they should not jeopardise themselves, others or their place of work. The school will monitor its IT system for inappropriate usage and will take the necessary disciplinary measures if need be.

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We believe the following recommendations should be considered if school staff use social networking websites:

- Use only your name for the profile.
- Do not put your date of birth on the profile.
- Be wary of what photographs you put online of yourself, family or friends.
- Remember you must have their permission to publish.
- Make your profiles 'invite' only and thus only allow people you trust with certainty to view your information.
- Do not post your occupation.
- Do not discuss your work or place of work.
- Do not place derogatory, defamatory, discriminatory or offensive remarks about the school, work colleagues, parents, pupils, directors or anyone else connected with the school.
- Do not divulge confidential information of any form.
- Do not publish photographs taken at your work.
- Do not discuss your political or religious views.
- Be careful what viewpoints you express.
- If you do post anything online be mindful of the fact you could lose total control of it.
- Be careful of what other people post on your profile. You might be careful but are your friends?

We strongly recommend that school staff do not use the school's IT system to access social networking sites for their own personal use.

We believe Facebook is a useful tool for marketing the school by promoting and explaining our values, aims and work. All school staff and other members of the school community are reminded that when using this social media platform for the school they must contribute to it mindful of school protocol and that they are not derogatory of the school or anyone connected with it.

We support all school staff and will ensure that any abusive comments made about them on social media by pupils or parents brought to our attention will be taken very seriously and will be reported to the appropriate authorities.

We as a school community have a commitment to promote equality. Therefore, an equality impact assessment has been undertaken and we believe this policy is in line with the Equality Act 2010.

We all have a responsibility to ensure equality permeates in to all aspects of school life and that everyone is treated equally irrespective of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation. We want everyone connected with this school to feel safe, secure, valued and of equal worth.

We acknowledge the findings of the Race Disparity Audit that clearly shows how people of different ethnicities are treated across the public services of health, education, employment and the criminal justice system.

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The educational section of the audit that covers: differences by region; attainment and economic disadvantage; exclusions and abuse; and destinations, has a significant importance for the strategic planning of this school.

We believe it is essential that this policy clearly identifies and outlines the roles and responsibilities of all those involved in the procedures and arrangements that is connected with this policy.

We acknowledge that social networking has become part of everyday life with many people of all ages using social networking websites on a daily basis.

All Libra staff need to be aware that 'posting' anything on these social networking websites about the children within the school, other school staff or the company could lead to disciplinary action.

If Libra staff choose to use social networking websites, they should do so wisely and cautiously bearing in mind they should not jeopardise themselves, others or their place of work. Staff are prohibited from accessing such sites using the company equipment or the company internet. The company will monitor its IT system for inappropriate usage and will take the necessary disciplinary measures if need be.

Staff's posts and activities (inside and outside of working hours) on these sites may be monitored from time to time and could be used as evidence in disciplinary proceedings if relevant for instance if the content could cause reputational damage to the company and ultimately, this could result in dismissal.

If Libra staff choose to use social networking websites, then it is expected that they:

- Do not discuss their role or the company in any way.
- Do not place derogatory, defamatory, discriminatory or offensive remarks about the school, work colleagues, parents, children or anyone else connected with the school.
- Do not divulge confidential information of any form.
- Do not publish photographs taken at work.
- Understand that if they do post anything online they should be mindful of the fact they could lose total control of it.
- Be careful of what other people post on their profile.
- Report any of the above if they view such behaviour through their profile or hear of such behaviour.

Poor use of social networking websites can result in harassment and distress to staff and can bring the company into disrepute. Such use is deemed totally unacceptable.

We as a school community have a commitment to promote equality. Therefore, an equality impact assessment has been undertaken and we believe this policy is in line with the Equality Act 2010.

Aims

- To safeguard pupils, school staff and directors from abuse through social media.

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- To safeguard the reputation of the school from abuse through social media.
- To ensure all school staff are aware of the company's policy when using internet social networking websites.
- To ensure that all school staff use internet social networking websites wisely and cautiously and not jeopardising themselves, others or their place of work.
- To ensure compliance with all relevant legislation connected to this policy.
- To work with other schools to share good practice in order to improve this policy.

Responsibility for the Policy and Procedure

Role of the Directors

The Directors have:

- delegated powers and responsibilities to the Headteacher to ensure all school staff and stakeholders are aware of and comply with this policy;
- appointed a member of the school staff to be in sole charge of the school's website and the school's social media in order to promote the school;
- informed all members of the directors that they must not:
 - post confidential school information or information about any member of the school staff on any social networking site;
 - make reference to the school or anyone connected to it when using any social networking site;
 - bring the school into disrepute by making any derogatory, defamatory, discriminatory or offensive comments on any social networking site;
 - make discriminatory or offensive comments about any member of the school staff on any social networking site;
 - make contact with parents or pupils via social networking websites.
- responsibility for ensuring that the school complies with all equalities legislation;
- nominated a designated Equalities director to ensure that appropriate action will be taken to deal with all prejudice related incidents or incidents which are a breach of this policy;
- responsibility for ensuring funding is in place to support this policy;
- responsibility for ensuring this policy and all policies are maintained and updated regularly;
- make effective use of relevant research and information to improve this policy;
- responsibility for ensuring all policies are made available to parents;
- nominated a link director to:
 - visit the school regularly;
 - work closely with the Headteacher;
 - ensure this policy and other linked policies are up to date;
 - ensure that everyone connected with the school is aware of this policy;
 - attend training related to this policy;
 - report to the Directors every term;
 - annually report to the Directors on the success and development of this policy.
- responsibility for the effective implementation, monitoring and evaluation of this policy.

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Role of the Headteacher

The Headteacher will:

- ensure all school staff comply with this policy;
- provide guidance, support and training to all school staff on this topic;
- periodically discuss social networking with all school staff;
- any answer all queries raised at these periodic meetings;
- regularly monitor the school website and the school's social networking website;
- take disciplinary action in accordance with the school's disciplinary policy if any employee breaches this policy;
- support all school staff that are subjected to abusive comments made about them on social media by pupils or parents;
- report to the appropriate authorities any abusive comments made on social media to and about school staff;
- explore the educational benefits of the use of social media;
- work closely with the link director;
- provide leadership and vision in respect of equality;
- monitor the effectiveness of this policy;

Role the Social Media Manager

The Social Media Manager will use social media to:

- remind parents about INSET days and educational visits;
- inform parents of good news about the school;
- upload photos and videos of school events but not tag pupils;
- monitor daily what is being said about the school online;
- thank people about their positive comments;
- answer any questions;
- address negative comments in a positive way;
- remove abusive comments and if need be report these comments to the social media platform;
- refer genuine complaints to the Headteacher.

Role of School Staff

School staff must:

- be aware of and comply with all aspects of this policy;
- be aware that the Directors will take the necessary disciplinary action if any member of the school staff breaches this policy;
- not access social networking sites during the school day for their personal use;
- not, when using social media, at any time:

- place a child at risk;
- post confidential school information or information about any member of the school staff on any social networking site;
- make reference to the school or anyone connected to it when using any social networking site;

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- bring the school into disrepute by making any derogatory, defamatory, discriminatory or offensive comments on any social networking site;
 - make discriminatory or offensive comments about any member of the school staff, pupil, parents, directors or the wider community on any social networking site;
 - make contact with parents or pupils via social networking websites;
 - contribute or access any social media content which is illegal, discriminatory Or otherwise offensive when linked in any way to the school;
 - harass, bully or intimidate any pupil, parents, member of the school staff, director or any member of the local or wider community;
 - reveal any private or confidential school matter.
- report to the designated safeguarding lead any communication received from a pupil;
 - report to the designated safeguarding lead any inappropriate communications involving any pupil in any social media;
 - be aware when using their personal social media that it is in their best interests to set all privacy settings to the highest level;
 - implement the school's equalities policy and schemes;
 - report and deal with all incidents of discrimination;
 - attend appropriate training sessions on equality;
 - report any concerns they have on any aspect of the school community.

Role of Parents/Carers

Parents/carers will:

- be aware of and comply with this policy;
- not make contact with school staff via social networking websites;
- not make abusive comments about any member of the school staff on social media;
- work in partnership with the school;
- comply with this policy for the benefit of their children;
- be asked to take part periodic surveys conducted by the school;
- support the school Code of Conduct and guidance necessary to ensure smooth running of the school

Raising Awareness of this Policy

We will raise awareness of this policy via:

- the Staff Handbook
- meetings with school staff

Training

We ensure all school staff have equal chances of training, career development and promotion.

Periodic training will be organised for all school staff so that they are kept up to date with new information and guide lines concerning equal opportunities.

Equality Impact Assessment

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Under the Equality Act 2010 we have a duty not to discriminate against people on the basis of their age, disability, gender, gender identity, pregnancy or maternity, race, religion or belief and sexual orientation.

This policy has been equality impact assessed and we believe that it is in line with the Equality Act 2010 as it is fair, it does not prioritise or disadvantage any pupil and it helps to promote equality at this school.

Monitoring the Effectiveness of the Policy

The practical application of this policy will be reviewed annually or when the need arises by the coordinator and the Headteacher.

Linked Policies

▪ Anti-Bullying Policy and Procedures	▪ Disciplinary Procedures
▪ Grievance Procedures	▪ Staff Training Policy
▪ Staff Handbook	▪ Cyber-bullying Policy
▪ Acceptable Use of ICT Policy	

Director:	Joan Wilkes	Date:	28.02.18
Head Teacher:	Kirsty Crosby	Date:	28.02.18

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Initial Equality Impact Assessment

Policy Title	The aim(s) of this policy	Existing policy (✓)	New/Proposed Policy (✓)	Updated Policy (✓)
Social Networking Websites Usage by Staff	Yes stated			✓

This policy affects or is likely to affect the following members of the school community (✓)	Children	School Staff	Parents/carers	Directors	School Volunteers	School Visitors	Wider School Community
	yes	yes	yes	yes	yes	yes	yes

Question	Equality Groups															Conclusion																
	Age			Disability			Gender			Gender identity			Pregnancy or maternity			Race			Religion or belief			Sexual orientation			Yes	No						
Does or could this policy have a negative impact on any of the following?	Y	N	NS	Y	N	NS	Y	N	NS	Y	N	NS	Y	N	NS	Y	N	NS	Y	N	NS	Y	N	NS	Y	N	NS					
		✓			✓			✓			✓			✓			✓			✓			✓						✓			
Does or could this policy help promote equality for any of the following?	Y	N	NS	Y	N	NS	Y	N	NS	Y	N	NS	Y	N	NS	Y	N	NS	Y	N	NS	Y	N	NS	Y	N	NS	Y	N	NS	Yes	No
	✓			✓			✓			✓			✓			✓			✓			✓			✓							✓
Does data collected from the equality groups have a positive impact on this policy?	Y	N	NS	Y	N	NS	Y	N	NS	Y	N	NS	Y	N	NS	Y	N	NS	Y	N	NS	Y	N	NS	Y	N	NS	Y	N	NS	Yes	No
	✓			✓			✓			✓			✓			✓			✓			✓			✓							✓

Conclusion | We have come to the conclusion that after undertaking an initial equality impact assessment that a full assessment is not required.

Preliminary EIA completed by	Date	Preliminary EIA approved by	Date
Kirsty Crosby	28.02.18	Joan Wilkes	28.02.18

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Policy Evaluation

Points to be considered	Yes	No	N/A	Please supply evidence
• Policy annually reviewed	x			
• Policy in line with current legislation	x			
• Coordinator in place	x			
• Nominated director in place			x	
• Coordinator carries out role effectively	x			
• Headteacher, coordinator and nominated director work closely	x			
• Policy endorsed by directors			x	
• Policy regularly discussed at meetings of the directors			x	
• School staff aware of this policy	x			
• School staff comply with this policy	x			
• Children aware of this policy	x			
• Parents aware of this policy	x			
• Visitors aware of this policy	x			
• Local community aware of this policy			x	
• Funding in place			x	
• Policy complies with the Equality Act	x			
• Equality Impact Assessment undertaken	x			
• Policy referred to the School Handbook	x			
• Policy available from the school office	x			
• Policy available from the school website	x			
• School Council involved with policy development	x			
• All stakeholders take part in questionnaires and surveys			x	
• All associated training in place	x			
• All outlined procedures complied with	x			
• Linked policies in place and up to date	x			
• Associated policies in place and up to date	x			
A statement outlining the overall effectiveness of this policy				
It is effective and suitable for purpose				