Sailing the Seas to Success   ***Working and learning together for success***

Social Networking Policy
November 2017

Social Networking Policy Statement

Sarisbury Infant School and Sarisbury Junior School have both set up social networking accounts. These have been created to show the work of the schools and provide information on news and events for pupils, parents and the wider community. However, as schools we are aware of the importance of monitoring and utilising this resource safely.

We understand that any content put onto the site is accessible by all members of the school community and public. Therefore, it is important that anyone, including parents, using this resource consider the points laid out in this policy.

We will only 'follow' or 'share' sites that we deem to be relevant and useful but this does not mean that we endorse any individual or organisation or any comments they make on social media.

Our Aims
At Sarisbury Infant School and Sarisbury CE Junior School we aim to:
- Provide access to the information about the schools' work and other important information or news in a safe way.
- Ensure that children are safeguarded by making sure that no photographs or video imagery is 'posted' without the consent of children's parents or guardians.
- Promote safe use of Social Networking.

Our Strategies
At Sarisbury Infant School and Sarisbury CE Junior School we will promote the safe use of Social Networking and keep children safe by:
- Only children who have parent permission will have their image put on social media.
- At no point will children's full names be used.
- Only designated members of staff will be able to update social media and all of these 'posts' will be checked fully ensuring they meet all of the statements within this policy.
- Deleting any inappropriate comments made on the schools' pages in timely manner.
- Having a zero tolerance of cyber-bullying.

We understand that all social media posts must not:
- Contain any material which is defamatory of any person.
- Contain any material which is obscene, offensive, hateful or inflammatory.
- Promote sexually explicit material.
- Promote violence.
- Promote discrimination based on race, sex, religion, nationality, disability, sexual orientation or age.
- Infringe any copyright, database right or trade mark of any other person.
- Be likely to deceive any person.
- Be made in breach of any legal duty owed to a third party, such as a contractual duty or a duty of confidence.
- Promote any illegal activity.
- Publicise our, or anyone else's, personal information, such as contact details.
- Be threatening, abusive or invade another's privacy, or cause annoyance, inconvenience or needless anxiety.
- Be likely to harass, upset, embarrass, alarm, or annoy any other person.
- Be used to impersonate any person, or to misrepresent your identity or affiliation with any person.
- Advocate, promote or assist any unlawful act such as (by way of example only) copyright infringement or computer misuse.

In addition, the following is to be strictly adhered to:
- Permission slips must be consulted before any image or video of any child is uploaded.
- There is to be no identification of students using first name and surname; first name only is to be used.
- All posted data must conform to copyright law; images, videos and other resources that are not originated by the school are not allowed unless the owner's permission has been granted or there is a licence which allows for such use (i.e. creative commons).

Notice and Takedown Policy
Should it come to the school's attention that there is a resource which has been inadvertently uploaded, and the school does not have copyright permission to use that resource, it will be removed within one working day.

The Role of Parents and other 'Followers' on Social Media
As social networking is an open resource, it is equally important that the users think carefully about how to use this resource safely and appropriately. All users are able to 'comment' or reply to 'posts' that the school put on social media.
It is important that all users are aware that, as soon as something is put on social media, it is in the public domain and is difficult to remove the 'post'.
All social networking websites have suggested age restrictions. For example Facebook recommends that children under 13 but there is no way to stop children below this age accessing the site. It is suggested that children between 13-16 use social networking with parental guidance.

As well as ensuring that the rules above are followed, when 'posting' or replying or commenting on the school 'posts' users should:
- Not advertise or endorse a person or company without the school's permission.
- Not be derogatory of the school in any way (please see Complaints procedure). All complaints should be made directly to the school.
- Not use social media to discuss school matters, staff, pupils or other parents.
- Not be 'friends' or 'followers' of members of staff unless they are known outside of school.

Guidance on the use of Social Media by Staff
If staff are using social media, they should ensure that they take steps to protect themselves and use it in an appropriate and professional manner. Staff should also ensure that they have read the Staff Code of Conduct.

Staff must ensure they:
- Do not interact with any pupil in the school on social networking sites.
- Do not interact with an ex-pupil in the school on social networking sites who is under the age of 18.
- Do not befriend parents of children associated with the school unless they are known outside of school and have legitimate links.
- Do not identify themselves as representative of the school.
- Are aware that if out-of-work activity causes potential embarrassment for the school then action can be taken.
- Take precautions on social media profiles for example ensuring their profile is kept private.

This policy should be read in conjunction with the schools' Internet Safety Policy, Safeguarding Policy and Behaviour Policy.