COOMBE HILL INFANTS' SCHOOL
Learn together, grow together
www.coombehillinfants.com

C H

Mrs Janet Berry
HEADTEACHER

SOCIAL MEDIA POLICY
inc Twitter, Mobile Phone & Social Media Etiquette

Value Statement (who we are):
Coombe Hill Infants' School is an inclusive, community school with a strong tradition of mutual respect and tolerance within a nurturing family environment.
We provide an outstanding education for all children.

Vision Statement (what we strive for):
Our vision is to develop strong minds, bodies and spirit in preparation for life. We sow the seeds of curiosity, enthusiasm and resilience to ensure all children continue to delight in their lifelong love of learning.

Statutory:
Responsibility: Janet Berry
Reviewed on: September 2020
Reviewed by: Janet Berry
Next review Date: September 2021
Governor Committee: Children, Community and Safeguarding
Chair: Becky Buckley

"Safeguarding is everyone's responsibility"

Coombe Hill Infants' School complies with the relevant legal duties as set out in the Equality Act 2010 and the Human Rights Act 1998; we promote equality of opportunity and take positive steps to prevent any form of discrimination, either direct or indirect, against those with protected characteristics in all aspects of our work.

Statement of intent

This policy is in place for Coombe Hill Infants and Coombe Connections.

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

We are committed to:
- Encouraging the responsible use of social media in support of the school mission, values and objectives.
- Protecting our pupils 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.
- Arranging e-safety meetings for parents.

1. Key roles and responsibilities

1.1. The governing body has overall responsibility for the implementation of the Social Media Policy and procedures of Coombe Hill Infants' 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 regarding this policy as outlined in the school's Complaints Policy.

1.4. The head teacher will be responsible for the day-to-day implementation and management of the Social Media Policy and procedures of Coombe Hill Infants' School

1.5. Staff, including teachers, support staff and volunteers, will be responsible for following the Social Media Policy and for ensuring pupils 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. Parents and carers will be expected to promote safe social media behaviour.

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2. Definitions

2.1. Coombe Hill Infants' 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.
- Online discussion forums, such as mumsnet
- Collaborative spaces, such as Facebook, Whatsapp
- Media sharing services, such as YouTube.
- 'Micro-blogging' applications, such as Twitter,Instagram

2.2. Coombe Hill Infants' School defines "cyber bullying" as any use of social media or communication technology to bully an individual or group.

2.3. Coombe Hill Infants' School defines "members of the school community" as any teacher, member of support staff, pupil, parent /carer of pupil, governor or ex-pupil.

3. Training of staff

3.1. At Coombe Hill Infants' School we recognise that early intervention can protect pupils who may be at risk of cyber bullying or negative social media behaviour. As such, teachers will receive training in identifying potentially at-risk pupils.

3.2. Teachers and support staff will receive training on the Social Media Policy as part of their new starter induction.

3.3. Teachers and support staff will receive regular and ongoing training as part of their development.

4. Pupil expectations

4.1. Pupils are responsible for following the school rules and will be expected to follow requests from teachers.

5. Social media use - staff

5.1. School social media passwords are kept in the head teacher's office. The passwords must never be shared.

5.2. The head teacher is responsible for the school's social media accounts.

5.3. Teachers may not access social media during lesson time, unless it is part of a curriculum activity.

5.4. The use of smart phone technology is outlined in our Mobile Phone Policy (within this document).

5.5. Teachers may use social media during their break times.

5.6. Members of staff should avoid using social media in front of pupils.

5.7. Members of staff **must not** "friend" or otherwise contact pupils or parents/carers through social media.

5.8. If pupils or parents/carers attempt to "friend" or otherwise contact members of staff through social media, they should be reported to the head teacher.

5.9. Members of staff should avoid identifying themselves as an employee of Coombe Hill Infants' School on social media.

5.10. Members of staff **must not** post content online which is damaging to the school or any of its staff or pupils.

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

5.12. Teachers or members of staff must not post any information which could identify a pupil, class or the school.

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

5.14. 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.

5.15. Members of staff should be aware that if their out-of-work activity brings Coombe Hill Infants' School into disrepute, disciplinary action will be taken.

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

5.17. If inappropriate content is accessed online, an inappropriate website content report form should be completed and passed on to the head teacher.

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

5.19. Members of staff should not leave a computer or other device logged in when away from their desk, or save passwords.

5.20. 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 – pupils and parents/carers

6.1. Pupils may not access social media during lesson time, unless it is part of a curriculum activity.

6.2. Breaches of this policy by pupils will be taken seriously, and in the event of illegal, defamatory or discriminatory content could lead to prosecution, or exclusion.

6.3. Pupils and parents/carers **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 pupils or parents/carers through social media, they should be reported to the head teacher.

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

6.6. Pupils and parents/carers **must not** post content online which is damaging to the school or any of its staff or pupils.

6.7. Pupils at Coombe Hill Infants' School must not sign up to social media sites that have an age restriction above the pupil's age.

6.8. If inappropriate content is accessed online on school premises, it **must** be reported to a teacher.

7. Blocked content

7.1. Attempts to circumvent the network's firewalls will result in a ban from using school computing equipment, other than with close supervision.

7.2. Inappropriate content which is accessed on the school computers should be reported to the head teacher so that the site can be blocked.

7.3. Requests may be made to access erroneously blocked content by submitting a "blocked content access" form to the head teacher.

7.4. The final decision on whether access should be granted to a site will be made by the head teacher.

8. Cyber bullying

8.1. At Coombe Hill Infants' School cyber bullying is taken seriously.

8.2. Incidents of cyber bullying will be dealt with and reported along the same chain as the Anti-Bullying Policy.

8.3. Staff members should never respond or retaliate to cyberbullying incidents. Incidents should instead be reported as inappropriate, and support sought from their line manager or senior staff member.

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

8.5. Where the perpetrator is a current pupil or colleague, most cases can be dealt with through the school's own disciplinary procedures.

8.6. Where the perpetrator is an adult, in nearly all cases, a senior staff member should invite the victim to a meeting to address their concerns. Where appropriate, the perpetrator will be asked to remove the offensive content.

8.7. 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.

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

8.9. 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 PSHE.

9. Be SMART online

1.1. We encourage pupils 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 pupils only open emails and other forms of communication from people they already know.
- **Reliable** – We teach pupils about the dangers of believing everything they see online.
- **Tell** – We encourage pupils to tell a teacher, parent or carer if they see anything online that makes them feel uncomfortable.

Social Media - Twitter

AIMS of using Twitter:

- To share our school trips events with parents in real time.
- To quickly share and celebrate children's achievements and successes.
- To provide school updates and news.
- To demonstrate safe and responsible use of social media.

The school Twitter account will be overseen by the DSL/Head teacher, Janet Berry, and shared use with selected staff members, and is fully password protected. When not in use the selected device will be locked within the school safe.

- The school Twitter account will be a Public Account. Staff will monitor the followers and block any undesirable followers.

- The school Twitter account will only tweet between school hours, term time.

- The school Twitter account will not follow other accounts.

- The school Twitter account will not reply to any 'replies' on Twitter. This is not the platform to discuss or debate school business.

- The school's Twitter account may only be used from an identifiable school phone.

- The Twitter account shall only have photographs posted of children for whom the school have written consent.

- Images will be deleted once used for that particular purpose.

- Children's full names and any other personal information will not be posted alongside a corresponding image of a child on Twitter.

- During school trips (the main use of the Twitter account) the designated Twitter user will have access to the school phone and may post updates on social media, including, but not limited to: travel updates and any activities and educational learning taking place.

- The school Twitter account will use Twitter to share positive messages about the school.

□ By endorsing Twitter we may be encouraging children to be aware of Twitter. The

  school must reinforce online safety and social media rules and etiquette.

Social Media – Mobile Phone

The policy provides clear guidance on the use of mobile phones in Coombe Hill Infants' School by both staff and pupils. It also applies to Coombe Connections (before and after school provision).

Camera Mobile Phones

Camera mobile phones are becoming increasingly popular and built-in digital camera enables users to take high resolution pictures. These can be sent instantly to other mobile phone users or email addresses. They can also be posted on the internet or in chat rooms. There is potential for camera mobile phones to be misused in schools. They can become an instrument of bullying or harassment directed against pupils or/and teachers.

Staff Policy

Staff use of mobile phones during their working day should be:
- **For personal use during break times within staff room, and,**
- **Discreet and appropriate eg: not in the presence of pupils.**

Mobile phones should be out of sight during lesson times and on silent. Mobiles can be used for responsible teaching e.g. countdown timers etc; or for contact on school grounds e.g. when on field or swimming. Coombe Hill Infants' School trusts its staff to abide by this policy and the Staff Code of Conduct and Staff Handbook with respect to social media and mobile phones.

The school cannot take responsibility for items that are lost or stolen.

Staff should **never** contact pupils or parents from their personal mobile phone or give their mobile phone number to pupils or parents. If a member of staff needs to make telephone contact with a pupil, they should use the school telephone in the office.

Staff should never send to, or accept from, colleagues or pupils, texts or images that could be viewed as inappropriate.

With regard to camera phones, a member of staff should only take photos of children for educational purposes and these photos should be deleted off the phone immediately after being uploaded to the school server/ website etc. Staff should never allow themselves to be photographed by pupils. The same rules apply about not posting photographs of children other than your own on any social media or public website.

Staff should not use phones as a personal resource, i.e. to access games or Apps in the classroom or elsewhere in the school.

Staff may use their phones to connect, via Bluetooth, to play music or appropriate and relevant videos for assembly or PE.

This guidance should be seen as a safeguarding measure for members of staff, the school and the Local Authority. Staff should understand that failure to comply with the policy is likely to result in the enforcement of the Whistleblowing policy and associated procedures.

Parents, Visitors or Volunteers in School Policy

Adults either in school or accompanying children on school trips should not use their cameras or mobile phone cameras to take pictures or videos of pupils unless it is at a public event such as Sports day or Summer Fair and only of their own children.

Adults, visitors or volunteers in school should only use their mobile phone within the confines of the school office or staff room. Personal cameras and mobile phone cameras should not be used to take pictures or videos of children. Parents accompanying children on school trips should not use their mobile phone cameras to take pictures or videos of children. Mobiles should not be used at the swimming pool, there will be a basket for phones to be stored safely.

Pupil Policy – For Coombe Hill Infants' School pupils:

Coombe Hill Infants' School does not allow Infants' pupils to bring mobile phones in to school

Pupil Policy - For Coombe Hill Junior School pupils who may be accessing provision on the Infants' School site:

While we fully acknowledge a parent's right to allow their Junior School child to bring a mobile phone to school if they walk to and from school without adult supervision, Coombe Hill Juniors discourages pupils bringing mobile phone into school due to the potential issues raised above and the obvious concern that phones may be mislaid or broken.

Coombe Hill Infants' School does not allow Infants' pupils to bring mobile phones into school.

Junior Pupils who do bring phones into school come immediately into the Junior school office at the beginning of the day and place their phone into a designated receptacle in the Junior school office. They must turn off the phone before they come into school and must remain turned off during the course of the school day. An exception can be made when children need to call their parents/carers to clarify collection arrangements. Phones are collected by the children at the end of the day. If they take part in after school clubs on the Junior school site they will collect the phone after that has finished.

Junior school pupils who attend Coombe Connections must switch off their phones and place in a designated receptacle in the registration area upon arrival at the club.

Parents are advised that Coombe Hill Junior School accepts no liability for the loss or damage to mobile phones which are brought into the school grounds (including Coombe Connections)

Where a pupil is found by a member of staff to be using a mobile phone, the phone will be confiscated from the pupil, handed to a member of the office team who will keep the phone until the end of the school day. If the pupil continues to use their phone during the school day, their phone will be confiscated, kept in the office and returned to the parent or carer.

If a pupil is found taking photographs or video footage with a mobile phone of either other pupils or teachers, including during events taking place outside of the school day, this will be regarded as a serious office and disciplinary action will be taken according to our Behaviour Policy.

If images or videos of other pupils or teachers have been taken, the phone will not be returned to the pupil until the images have been removed by the pupil in the presence of a senior teacher.

Should a pupil be found to be using their phone inappropriately, the school reserves the right to withdraw this privilege and they will no longer be permitted to bring a phone into school or to Coombe Connections.

SOCIAL MEDIA ETIQUETTE

Keep your phone on silent within school and please do not take any pictures
Phones and iPads should not be left out if not in use
Whats app is great for sharing class dates, cake sales etc. Please use positively and not use for airing problems – come and see our staff if you have a problem.
A public Twitter account shares your information with the whole world – for more control over your Twitter feed opt for a private account.

Customize your settings so only selected groups can see your communications.
Use pictures of your children wisely, be careful how you tag your photos.
Use only pictures of your children, and don't include other children.
Keep a close eye on who wants to follow you or be your friend
If a photo of your child appears online, ask for it to be taken down and start by removing your tag to make the photo a bit harder for owners to find.

2. Appendix 1 – Blocked content access form

Blocked website content access request form

Teacher name:	
Full URL:	
Site content:	
Reasons:	
Risks:	

Approved
    Yes
    No
	Reason:

3.

4.   Appendix 2 – Inappropriate content report form

Inappropriate website content report form
Teacher name:
Full URLs:
General site content:
Nature of inappropriate content:
Safeguarding issue?
Site blocked (Date):