



*Roman Road Primary School*

*Social Media Policy*

Latest review: AA  
Next review:

July 2022  
July 2023

## Introduction

Social Networking activities conducted online outside of school can have a negative impact on an organisation's reputation or image. Social networking activities include, but are not exclusive to:

- Blogging (the writing of person journals to publically accessible internet pages);
- Social networking sites e.g. Facebook, Twitter, Snapchat, Instagram, Whats App & You Tube.

The posting of images, comments or materials using a Social networking site can be particularly damaging to Roman Road Primary School. Here at Roman Road Primary School we have a firm commitment to the safeguarding of all children in all aspects of our work with them. The school promotes British values of tolerance, rule of law, democracy, individual liberty and mutual respect. We expect everyone involved with school to behave in accordance with these values when accessing and using social media. This policy has been written to set out the key principles and code of conduct that we expect all our members of staff with respect to their use of social networking sites.

## The simple truth :

**Nothing is private**

**Nothing can be deleted**

**Every comment, image, video, audio, online purchase and interaction we make will inform how friends, enemies, strangers, colleagues, employers, parents, spouses, families and children judge us.**

## Key principles

Everyone (Staff, pupils, parents, governors and all other agencies associated with the school) at Roman Road Primary School has a responsibility to ensure that they protect the reputation of the school, and to treat colleagues and members of the school with professionalism and respect.

It is important to protect everyone (Staff, pupils, parents, governors and all other agencies associated with the school) at Roman Road Primary school from allegations and misinterpretations which can arise from social networking sites.

The safeguarding of children is the key responsibility of all members of staff and it is essential that everyone (Staff, pupils, parents, governors and all other agencies associated with the school) considers this and acts responsibly if they are using social networking sites out of school.

Anyone working in the school, either as a paid employee or volunteer, **must not** communicate with children from Roman Road Primary school via social networking.

This policy relates to social networking outside of school. General blogging and accessing social networking sites whilst in school, using school equipment is not permitted. However,

certain staff have access to social media in school to update the school's sites (Wordpress based Website, Facebook, Twitter & You Tube feeds). These are used in line with the School's Acceptable Use Policy which all those that use the school equipment read and sign.

### Aims

- To set out key principles and code of conduct expected of all members of staff, pupils, parents, governors, PTA members, friends and volunteers at Roman Road Primary School in relation to social networking.
- To further safeguard and protect children and staff.

### **Code of conduct**

#### **For everyone (Staff, pupils, parents, governors and all other agencies associated with the school) at Roman Road Primary School – Social Networking**

The following are **not** considered acceptable:

- The use of the school name, logo or any other published material without written prior permission from the Head Teacher. This applies to any published material including the internet or written material.
- The posting of any communication or images which links the school to any form of illegal conduct or which damages the reputation of the school. This includes defamatory comments.
- The disclosure of confidential or business-sensitive information; or the disclosure of information or images that could compromise the security of the school.
- The posting of images, information & comments about employees, children, governors or anyone directly connected with the school whilst engaged in school activities.
- The use of social media for staff to communicate with pupils at any time.

Everyone (Staff, pupils, parents, governors and all other agencies associated with the school) must also ensure that they:

- **Do not** make derogatory, defamatory, rude, threatening or inappropriate comments about the school, or anyone at or connected with the school including other parents.
- **Do** use social networking sites responsibly and ensure that neither personal/professional reputation of those listed above, nor the school's reputation is compromised by inappropriate postings.
- **Do be aware** of online identity fraud.
- **Do be aware** of how Malware and other viruses can cause issues such as Ransomware;
- **Do be** cautious when giving out personal information about anyone listed above which may compromise their personal safety or security.
- **Do be aware** of posts, blogs, video and other statements circulated through social media which seek support for extreme or radical views leading to radicalisation and/or terrorism or any other illegal activity.
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**NB** if you 'like' a page promoting any extremist view this will be understood to mean that you support that organisation's radical views OR that you support their activities and beliefs which could lead to acts of terrorism.

#### Potential and actual breaches of the code of conduct

In instances where there has been a breach of the above Code of Conduct the following will apply:

**Any breaches of the policy will be fully investigated.** Where it is found that there has been a breach of the policy this may result in their action being taken under the **disciplinary offence**.

The governing body will take appropriate action in order to protect the school's reputation and that of its staff, parents, governors, pupils and anyone else directly linked to the school.

CM/Nov 2018 (reviewed  
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