



All Cannings CE Primary School **School Use of Social Media Policy**

Ethos Statement

I have come that they might have life, and have it to the full.

John 10 v 10

At All Cannings Church of England School, everyone embarks on a unique journey of learning, personal development and faith.

We consider our school a family, travelling together with support from people at home, the community and the church.

Our attitudes to learning and our attitudes to life are interwoven, with the Christian values of the school evident in all aspects of daily life.

By being fully involved in our own development and an active member of both the school and wider community, we leave All Cannings equipped to achieve personal success and shape the future

Version Control

Version	1.0.
Committee	Full Governing Body
Approved	
Review Period	Three Years
Signed – Chair of Governors	
Signed - Headteacher	

Introduction

The widespread availability and use of social networking applications brings opportunities for All Cannings C of E Primary School to communicate with parents and stakeholders in new ways. It is recognised that social networking plays an important part in sharing teaching, learning and information with parents and helps us celebrate the successes and achievements of our children, provide a record of our activities and raise awareness of our organisation for marketing purposes.

The welfare of the children in our school is paramount. Whilst recognising the benefits which using social media brings, this policy sets out the principles designed to ensure that all staff members use social media responsibly and professionally, so that the confidentiality of students, staff and the reputation of All Cannings C of E Primary School are safeguarded.

This policy equally applies to all employees including teacher trainees, apprentices and any other individuals who work for, or provide services on behalf of, All Cannings C of E Primary School.

Purpose of this guidance

- To ensure child protection and safeguarding of children responsibilities are paramount when using children's images and film for the purpose of social media communication.
- To set out the overarching principles that guide our approach to photographs/film being taken of children and ensure a controlled and consistent approach is applied across the school
- To identify responsibilities of staff within the school.
- To enable the safe use of social media for the purposes of communication and engagement.

Social Media Channels in use by the school

All Cannings C of E Primary School has many lines of communication to maintain positive working relationships with parents/carers including: letters, telephone calls, emails, face-to-face meetings, the website, newsletter, progress

reports and parents' evenings. Effective communications not only deliver the specific information required, but also enable schools to demonstrate values and ethos. Communication with parents/carers should always reinforce parental support and engagement.

Alongside the traditional methods of communication, the school uses the following social media channels:

- Twitter,
- Instagram,
- Facebook.

Twitter

We use Twitter to share educational information and tweets from other likeminded schools, academy trust members, youth organisations, charities and agencies. Twitter will often be used to share important and relevant international dates that reinforce and enhance teaching and learning within school e.g. International Woman's Day, World Book Day, World Mental Health Day, Anti-bullying Week, Safer Internet Day etc.

We share our Instagram and Facebook posts to Twitter by default.

Occasionally we may use Twitter to share updates and photos from school trips and residential.

Instagram

Instagram can be used as a powerful marketing tool, used to showcase our learning, to reach both current and prospective parents. Images are firstly posted to our school Instagram account and then automatically shared to both our Facebook and Twitter pages. Anything that appears on Instagram will appear on Facebook and Twitter by default, but not vice versa.

Facebook

We have a Facebook presence because we recognise that this is probably the most popular social media platform used amongst our parent demographic. We currently use it in a similar way to Instagram, for marketing purposes and to showcase our learning. Although Facebook has the potential to be used as an additional form of communication and particularly useful for urgent messaging e.g. in the event of school closure due to snow, we are committed to ensuring that all communications are also sent via email, so that parents who do not use social media are not excluded.

Risks of sharing images online

We are very aware that sharing images of children on social media carries potential risks e.g.

- Images may be copied, downloaded, screenshotted or shared by anyone
- Images of children may be adapted and used inappropriately
- Photos or videos may appear in internet search results
- Each photo or video and any comments, become part of a child's public image. This may affect them in later life – e.g. it may affect how they see themselves or how they are viewed when applying for a job.

We will seek to keep children safe and minimise the potential for misuse of images by:

- Always asking for written consent from parents before taking and using a child's image
- Always explaining how we obtain and securely store images.
- Making it clear that a family can withdraw their consent for an image to be shared at any time, but that it may not be possible to delete images that have already been shared or published.
- Ensuring we do not name children, or publish personal information about individual children, on any social media posts.
- Using images that reflect the children's positive involvement in the activity and ensuring communications are relevant to the work of the school.
- Reminding parents that they should not be sharing pictures of other people's children at school events on their personal social media accounts without the express permission of the child's parents.
- Reducing the risk of images being copied and used inappropriately by only using images of children in appropriate clothing.
- Monitoring comments on our social media posts on a regular basis and removing any derogatory, offensive or abusive comments.
- Ensuring images of children that are stored on portable equipment such as hard-drives and mobile phones are encrypted.

Obtaining and Storing of Images

- Images are captured by any member of All Cannings Primary School staff on either the school camera, or the school phone, which is clearly identified by its bright yellow case.
- The phone, which is password protected, is stored in a locked drawer in the school office. Any member of staff can request use of the phone, or camera, to take images and must sign a log book in the school office to say they have taken responsibility for the item, stating the time it was received. The staff member responsible for the camera/phone must keep it with them at all times, or place it in a safe place out of reach of children. Once they have finished they must return the item to the office, sign the log book to say it has been returned and ensure it is handed over to office staff for safe storage.
- Images taken on the school phone are automatically saved to icloud – log in details are required to access the icloud, so this is accessed by designated admin staff only. Any images are downloaded onto an external hard drive, belonging to All Cannings C of E Primary School, at least once per week and then deleted from the school phone and icloud. Downloaded images are stored on the external hard drive, which is encrypted, password protected and kept in a locked cabinet in the school office.
- Only nominated administrative staff use the official authorised All Cannings Primary School social media accounts. These nominated members of the school admin team are responsible for sorting and storing the images, and for posting images on Social Media platforms.
- Staff must at all times act in the best interests of children and young people when creating, participating in or contributing content to social media sites.
- Electronic photographs and film of children are stored securely on an encrypted external hard drive.
- On school trips, staff MUST use the same school mobile phone (yellow case).
- Staff and volunteers are not permitted to use any personal equipment to take photos or recordings of children. Only devices belonging to the school should be used. Staff should also not use their own personal social media accounts for official school business.

Use of Images

- Permissions must be sought for images of children/young people to be used in school produced materials, clear reference to online usage needs to be made when permissions are requested.
- Permission is sought and updated annually, at the start of a new school year, but it is the parents' responsibility to return the form. Where no updated permission is received, previous consent will be used.
- If a child's image has been used online, the school cannot control how these images might be saved, or used, by others. Although we cannot control how images already published are used by others, we will endeavour to take all necessary steps to ensure children are not exploited.
- If parental consent is withdrawn we will not be able to recall images already used online, but we will ensure we no longer use images of the child in future posts.
- If parents do not consent to photographs of their child being taken, we will respect their wishes. We will never exclude a child from an activity because we do not have consent to take their photograph.
- School staff are regularly updated about which children have consent for their photograph to be used and in which context.
- Photographs are checked carefully by the designated admin staff to ensure that children who are on the restricted list are not shown on the social media channels.
- We will not actively use images of children on social media that have left the school.
- In group photos, any child not permitted to appear on social media, will have their face distorted so that they are not recognised.
- Staff must give permission for their images to be used in relation to school produced materials accessible by members of the public (online or in print). Consent is given during induction to their role and lasts for the duration of their employment.

Related policies and procedures

Safeguarding and Child Protection Policy
Code of Conduct for all Staff, Governors, Trustees and Volunteers
Esafety Policy

Behaviour and Discipline Policy
ICT acceptable Use Agreement
Records Management Policy