

TANNAGHMORE PRIMARY SCHOOL



SOCIAL MEDIA POLICY

April 2019

1. INTRODUCTION

This policy for the use of social media for all staff, parents and pupils is in response to the expanding use of a variety of social media, such as Facebook, and Twitter.

Whilst social media provides schools with an opportunity to deliver benefits through enhanced communication and publicity, stringent guidelines are required to protect the reputation of both staff and schools.

*This policy covers all individuals working within the school, including senior leaders, teaching staff, support staff (part-time and fixed-term employees), governors, casual cover staff, student teachers, volunteers and placement students (collectively referred to as **Staff** in this policy).

*Third parties (pupils, parents and community) who have access to our electronic communication systems and equipment are also required to comply with this policy.

2. PURPOSE

This policy has been designed to assist the school in ensuring that when using social media, staff, parents and pupils, understand their responsibility and maintain exceptional standards in their own behaviour.

It applies to the use of social media for both school and personal purposes.

This policy deals with the use of all forms of social media, including Facebook, LinkedIn, You Tube and Twitter, and all other social networking sites, internet postings and blogs. It applies to use of social media for school purposes as well as personal use that may affect the school in any way.

It applies to the use of social media for both work and personal purposes, whether during work hours or otherwise. The policy applies regardless of whether the social media is accessed using our IT facilities and equipment or equipment belonging to members of staff.

3. EXPECTED CODE OF CONDUCT FOR STAFF

- It is possible that many staff will have their own social networking site accounts. It is important for them to protect their professional reputation by ensuring that they use their personal accounts in an appropriate manner:
- Staff must never add pupils as friends into their personal accounts.
- Staff must not use social networking sites within lesson times.
- Staff need to use social networking in a way that does not conflict with the current GTCNI standards
- Posting derogatory comments about pupils, parents or colleagues is never acceptable. Staff are required to uphold the reputation of the school, to maintain reasonable standards in their own behaviour, and to uphold public trust in their profession.
- All staff should demonstrate courtesy and respect for other staff, parents and pupils when comments are placed on social networking sites
- Staff should review and adjust their privacy settings to give them the appropriate level of privacy and confidentiality.
- Staff may have legitimate reasons to use social network accounts to support learning in the classroom or, for example, to communicate with sports teams. All social media uses must be approved by the Principal in advance.
- If you disclose your affiliation with the School on your profile or in any social media postings, you must state that your views do not represent those of your employer. You should also ensure that your profile and any content you post are consistent with the professional image you present
- Inappropriate use by staff should be referred to the Principal.

4. EXPECTED CODE OF CONDUCT FOR PARENTS/CARERS

- Parents and carers should be aware of their responsibilities regarding the use of social networking:
- Parents should demonstrate courtesy and respect for staff, other parents and pupils when comments are placed on social networking sites.
- Parents should address any issues or concerns regarding school life through official school channels rather than posting them on social networking sites.
- Parents should not post pictures of pupils other than their own children on social networking sites.
- Parents should not post malicious or fictitious comments on social networking sites about any member of the school community.

In the event that any pupil or parent/carer of a child/ren being educated at Tannaghmore Primary School is found to be posting libellous or defamatory comments on social network sites they will be reported to the appropriate “report abuse “ section of their network site. All social network sites have clear rules about the content which can be posted on the site and they provide robust mechanisms to report contact or activity which breaches this. The school will also expect that any parent/carer or pupil removes such comments immediately. In serious cases the school will also consider its legal options to deal with any such misuse of social networking and other sites.

Additionally, and perhaps more importantly is the issue of cyber bullying and the use by any member of the school community to publicly humiliate another by inappropriate social network entry. We will take and deal with this as a serious incident of school bullying.

5. EXPECTED CODE OF CONDUCT FOR PUPILS

- Pupils must not use social media and the internet in any way to attack, insult, abuse or defame other pupils or any member of staff.
- Pupils must not use social media in a way that brings disrespect to our school.
- Photographs, videos or any image of pupils, staff or any member of our school community must not be published on a personal or public web space without prior permission from the school.
- Pupils and the wider school community should not post images or videos from school trips on any social media site.
- Social network sites should never be accessed within school.
- Failure to follow these guidelines may result in disciplinary action, suspension and possible exclusion from our school