



Social Media Policy

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Author/Contact:	Anna Newson Email: anna.newson@atlp.org.uk	
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The Arthur Terry Learning Partnership



Social Media Policy

By Anna Newson, Head of PR & Communications, the ATLP.

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Statement of intent

The ATLP 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 MAT's 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 pupils and parents when relevant.
- Advising our staff on the ATLP protocols and restrictions on the use of social media in relation to the ATLP and the wider expectations of staff conduct.

1. Key roles and responsibilities

- 1.1. The Trust Board has overall responsibility for the approval of the Social Media Policy and procedures of the ATLP. The CEO and Business Support Team have oversight and intervention rights when required regarding the implementation of the policy and any actual or perceived reputational risk. The Headteacher of each school and their respective Local Governing Body has practical responsibility for implementation of the policy and procedures at their own schools (See 1.4).
- 1.2. The Trust Board 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 Local Governing Body has responsibility for handling complaints regarding this policy as outlined in the school's Complaints Policy.
- 1.4. The Headteachers will be responsible for the day-to-day implementation and management of the Social Media Policy and procedures at their schools. The BST will manage the ATLP's Social Media Policy in relation to the wider partnership.
- 1.5. Staff, including teachers, support staff and volunteers, will be responsible for following the Social Media Policy and for ensuring pupils do so. 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. To be included by schools in parent information packs.
- 1.7. Parents and carers will be expected to promote safe social media behaviour. To be included by schools in parent information packs.

2. The school's e-safety team and network manager

- 2.1. Each school has responsibility locally for e-safety.
- 2.2. ATLP's Head of ICT Delivery retains responsibility for overall network security.

3. Definitions

- 3.1. The ATLP 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 netmums.com.

- Collaborative spaces, such as Facebook and LinkedIn.
- Media sharing services, such as YouTube.
- Image messaging and multimedia mobile applications such as Snapchat.
- 'Micro-blogging' applications, such as Twitter.

3.2. The ATLP defines “cyber bullying” as any use of social media or communication technology to bully an individual or group.

3.3. The ATLP defines “members of the school community” as any teacher, member of support staff, volunteer, and trainee, apprentice, and pupil, parent/carer of pupil, governor or ex-pupil.

4. Training of staff

4.1. At the ATLP, we recognise that early intervention can protect pupils who may be at risk of cyber bullying or negative social media behaviour. Staff safeguarding training includes identifying potentially at-risk pupils.

4.2. Teachers and support staff with access to a social media account can request training on the Social Media Policy as part of their new starter induction.

5. Pupil expectations

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

6. Social media use - staff

6.1. School social media passwords should be confidential and kept in a safe place. The passwords must never be shared.

6.2. The Head of PR & Communications and the head of ICT Delivery are responsible for the ATLP’s social media accounts. Individual schools are required to manage their own accounts.

6.3. The use of smart phone technology should be outlined in schools’ individual Mobile Phone Policy.

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

6.5. Members of staff **must not** “friend” or otherwise contact pupils or parents/carers through social media – please refer to staff code of conduct.

6.6. If pupils or parents/carers attempt to “friend” or otherwise contact members of staff through social media, they should be reported to the Headteacher.

6.7. In accordance with safeguarding training, members of staff **must not** post content online that is damaging to the Trust, the school or any of its staff or pupils.

- 6.8. Teachers or members of staff must not comment on or engage with posters on any posts or comments that cast the schools and partnership in a negative light, even if the staff member's response is intended to support the school.
- 6.9. Where teachers or members of staff use social media in a personal capacity, they should make it clear that their views are personal.
- 6.10. Teachers or members of staff must not post any information, which could identify a pupil, class or the school. Schools will use reasonable endeavours not to use photographs of students who have elected not to have their image used.
- 6.11. All social media accounts set up in schools will need to provide a full administrator account to the Head of ICT Delivery
- 6.12. Members of staff should not post anonymously or under an alias to evade the guidance given in this policy.
- 6.13. 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.
- 6.14. Members of staff should be aware that if their out-of-work activity brings the Arthur Terry Learning Partnership or their schools into disrepute, disciplinary action will be taken.
- 6.15. Members of staff should regularly check their online presence for negative content via search engines.
- 6.16. If inappropriate content is accessed online, please notify the headteacher at each school.
- 6.17. 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.
- 6.18. Members of staff should not leave a computer or other device logged in when away from their desk.
- 6.19. 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.

7. Social media use – pupils and parents/carers

- 7.1. Pupils may not access social media during lesson time, unless it is part of a curriculum activity.
- 7.2. 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.

- 7.3. Pupils and parents/carers should not post anonymously or under an alias to evade the guidance given in this policy.
- 7.4. Pupils and parents/carers should strongly consider the impact of posting content online that is damaging to the school or any of its staff or pupils.
- 7.5. As part of student's education, ATLP positively promotes online safety. Unless specifically required for school work and as part of a school managed system, the responsibility for checking and enforcing which services students sign up to remains with parents. We would particularly draw parents attention to both statutory and guidance age restrictions appropriate to some service providers.
- 7.6. If inappropriate content is accessed online on school premises, it **must** be reported to a teacher.

8. Blocked content

- 8.1. Certain social media websites, including Facebook, are blocked by the network's firewalls:
- 8.2. Attempts to circumvent the network's firewalls will result in a ban from using school computing equipment, other than with close supervision.
- 8.3. Inappropriate content that is accessed on the school computers should be reported to the Head of ICT Delivery so that the site can be blocked.
- 8.4. Requests may be made to access erroneously blocked content by contacting the Head of ICT Delivery.
- 8.5. The final decision on whether access should be granted to a site will be made by the Headteacher or Head of ICT Delivery

9. Cyber bullying

- 9.1. At the ATLP cyber bullying is taken seriously.
- 9.2. Incidents of cyber bullying will be dealt with and reported along the same chain as the Anti-Bullying Policy.
- 9.3. 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.
- 9.4. Evidence from the incident should be saved, including screen prints of messages or web pages, and the time and date of the incident.
- 9.5. Where the perpetrator is a current pupil or colleague, most cases can be dealt with through the school's own disciplinary procedures.
- 9.6. 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.

- 9.7. 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.
- 9.8. If the material is threatening, abusive, sexist, of a sexual nature or constitutes a hate crime, the school should consider contacting the police.
- 9.9. 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.

10. Be SMART online

10.1. 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.

