



Social Networking Policy

Effective Date:	February 2020
Date Due for Review:	February 2022
Approved By:	The Governing Body
Approval Date:	12 th March 2020

In the context of this policy “everyone*” refers to members of staff, students, governors, parents, friends and anyone working in a voluntary capacity at the school.

Introduction

Social networking activities conducted online outside, such as blogging (writing personal journals to publicly accessible internet pages), involvement in social networking sites such as Facebook, Myspace, Instagram or Bebo and posting material, images or comments on sites such as You Tube can have a negative effect on an organisation’s reputation or image. In addition, Egton CE VA Primary School has a firm commitment to safeguarding children in all aspects of its work.

This policy has been written to set out the key principles and code of conduct that we expect of all members of our school with respect to their responsibilities in connection with the use of social networking sites.

Key Principles

- Everyone* at Danby 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* at Danby School from allegations and misinterpretations which can arise from the use of social networking sites.
- Safeguarding children is a key responsibility of all members of staff and it is essential that everyone* at our school considers this and acts responsibly if they are using social networking sites. Please note anyone working in the school as a paid employee **MUST NOT** communicate with current children via social networking. Volunteers are advised not to communicate with current children via social networking.

Aims

- To set out the key principles and code of conduct expected of all members of staff, students, parents, governors, friends and volunteers at Danby School with respect to social networking.
- To further safeguard and protect children and staff.

Code of Conduct for Everyone* at Danby School – Social Networking

The following are **not considered acceptable** at Danby School:

- The use of the school's name, logo, or any other published material without written prior permission from the Headteacher. This applies to any published material including the internet or written documentation.
- The posting of any communication or images which links the school to any form of illegal conduct or which may damage 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 any images of employees, children, governors or anyone directly connected with the school whilst engaged in school activities without the express permission of the school or parents and carers of children involved.

In addition to the above everyone* at Danby School must ensure that they:

- Do not make any derogatory, defamatory, rude, threatening or inappropriate comments about the school, or anyone at or connected with the school.
- Use social networking sites responsibly and ensure that neither their personal/professional reputation, or the school's reputation is compromised by inappropriate postings.
- Are aware of the potential of on-line identity fraud and to be cautious when giving out personal information about themselves which may compromise their personal safety and security.

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 this policy will be fully investigated. Where it is found that there has been a breach of the policy this may result in action being taken under the Disciplinary Procedure (Staff). A breach of this policy will be considered to be a serious disciplinary offence (Staff) which is also contrary to the school's ethos and principles.
- The Governing Body will take appropriate action in order to protect the school's reputation and that of its staff, parents, governors, children and anyone else directly linked to the school.
- The Governing Body will seek legal advice as appropriate.

Parents and Friends are reminded that our school social media is a one-way communication tool with parents to inform them of the learning taking place in their child's class. This page is to be strictly used as a one way communication tool with parents. It is not a discussion forum. Any parents who use it to speak negatively about the school will be blocked and banned from the page. We encourage parents to read our Social Media Policy. If parents feel they need to discuss any issues, please contact the school directly on 01287 660345.

We will try and keep parents updated with everything going on in school as soon as we possibly can. We will try to provide useful links and any other information that we feel will help improve your child's learning.

Whilst every attempt has been made to cover a wide range of situations, it is recognised that this policy cannot cover all eventualities. There may be times when professional judgements are made in situations not covered by this document, or which directly contravene the standards outlined in this document. It is expected that in these circumstances staff will always advise the Headteacher of the justification for any such action already taken or proposed. The Headteacher will in turn seek advice from NYCC where appropriate.