MICKLE TRAFFORD VILLAGE SCHOOL

Social Media Policy

Date of policy	Autumn 2022
Date for Review	Sutumn 2023
Signed Headteacher	
Signed Chair of Governors	

Mickle Trafford Village School 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 school 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/training for parents and sharing up-to-date information regularly.

Definitions
Mickle Trafford Village School 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.
• Media sharing services, such as YouTube.
• 'Micro-blogging' applications, such as Twitter.

Mickle Trafford Village School defines "cyber bullying" as any use of social media or communication technology to bully an individual or group.

Mickle Trafford Village School defines "members of the school community" as any teacher, member of support staff, pupil, parent/carer of pupil, governor or ex-pupil.

The Primary Purpose of Mickle Trafford Village School Twitter Accounts
Mickle Trafford Village School Social Media accounts will be used principally to be followed by staff, parents and other professionals in order to advertise the excellent work by staff, pupils, parents and governors. Similarly, it will also contain information detailing special events in school. The aim of this is to run alongside more traditional methods like schools website and letters.

As the school moves forward with confidence in Social Media, children will be encouraged to engage constructively with social media tools (Twitter, blogging, webchat) to support their learning. Children's use of social media tools will be directed and monitored, with teachers moderating what content they access in school.

Who controls content?
• The governing body has overall responsibility for the implementation of the Social Media Policy.
• The governing body has responsibility for ensuring that the Social Media Policy does not discriminate on any grounds, including but not limited to: ethnicity/national origin, culture, religion, gender, disability or sexual orientation.
• Staff, including teachers, support staff and volunteers, will be responsible for following the Social Media Policy and for ensuring pupils do so also. They will also be responsible for ensuring the policy is implemented fairly and consistently in the classroom.
• Parents and carers will be expected to take responsibility for the social media habits of their child/children at home.
• Parents and carers will be expected to promote safe social media behaviour.

- The uploading of content will be controlled by a selection of approved staff. They alone will be responsible for password protection and uploading of content.

Safeguarding Pupils

Mickle Trafford Village School has a firm commitment to safeguarding children in all aspects of its work. Safe use of all technologies is an essential component of learning to make best use of them. Safeguarding steps are in place to protect staff, parents and volunteers as well as children.

Children take part in a progressive and proactive e-safety curriculum. Appropriate to their age, they will learn how to use technology safely, how to avoid risks and what to do if they come across any concerns.
In order to safeguard the pupils, at the beginning of every academic year, school seeks photographical consent to use photographs – all, website uploads and tweets will adhere to this list.

Social Media Etiquette

Any posts from the official school account will be grammatically correct and will not contain text language like lol, gr8 or l8r.

Teachers and the school normally write collectively as the class in the form of either "Year 4 have been…" or "We have been…"

To make it engaging for our audiences, a variety of content is published. For example, some questioning/engagement content, alongside photos/video clips and other posts linking to writing/work. Additional information that is deemed useful for parents will also be published e.g. parents' evening/ clubs reminders.

Who can follow School?

The Twitter account will be public so that it can be displayed on the website. This will mean that any user will be able to see our page. A letter has been sent for parental consent for their child to be photographed and uploaded to Twitter. If consent has not been given, then those children will not be included in Twitter photos. Children will not be identifiable by name on Twitter.

Training of staff

- Teachers and support staff will receive training on the Social Media Policy as part of their new starter induction.
- Teachers and support staff will receive regular and ongoing safeguarding training.

Social media use – staff (please also see Staff Code of Conduct and Professional Relations Policy

- School social media passwords are kept in the office. The passwords must never be shared.
  The Computing subject lead is responsible for the school's social media accounts.
- Teachers may not access social media during lesson time, unless it is part of a curriculum activity.
- Members of staff must not "friend" or otherwise contact pupils or parents/carers through social media.
- Members of staff must not post content online which is damaging to the school or any of its staff or pupils.

- 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.
- 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.

Social media use – pupils and parents/carers

- Pupils may not access social media during school time, unless it is part of a curriculum activity e.g blogging.
- Pupils and parents/carers must not attempt to "friend" or otherwise contact members of staff through social media. If attempts to contact members of staff through social media are made, they will be reported to the headteacher.
- If members of staff attempt to "friend" or otherwise contact pupils or parents/carers through social media, they should be reported to the headteacher.
- Pupils and parents/carers must not post content online which is damaging to the school or any of its staff or pupils.
- Pupils at Mickle Trafford Village School must not sign up to social media sites that have an age restriction above the pupil's age.
- If inappropriate content is accessed online on school premises, it must be reported to a teacher.

Blocked content

In accordance with the school's **Data and E-Security Breach Prevention and Management Plan**, the **ICT Tecnician** installs firewalls on the school's network to prevent access to certain websites. The following social media websites are not accessible on the school's network:

- **Facebook**

- **Instagram**

Attempts made to circumvent the network's firewalls will result in a ban from using school computing equipment, other than with close supervision.

Inappropriate content accessed on the school's computers will be reported to the **e-safety officer** so that the site can be blocked.

The **e-safety officer** retains the right to monitor staff and pupil access to websites when using the school's network and on school-owned devices.

Cyber bullying

Cyber bullying incidents are taken seriously at **Mickle Trafford Village School**. Any reports of cyber bullying on social media platforms by pupils will be handled in accordance with the **Anti-Bullying Policy**.

Allegations of cyber bullying from staff members will be handled in accordance with the **Allegations of Abuse Against Staff Policy**.

Staff members will not respond or retaliate to cyber bullying incidents. Incidents will be reported as inappropriate, and support will be sought from the **headteacher**.

Evidence from the incident will be saved, including screen prints of messages or web pages, and the time and date of the incident.

Where the perpetrator is a current pupil or colleague, most incidents can be handled through the school's own disciplinary procedures.

Where the perpetrator is an adult, in nearly all cases, a member of the SLT will invite the victim to a meeting to address their concerns. Where appropriate, the perpetrator will be asked to remove the offensive content.

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.

If the material is threatening, abusive, sexist, of a sexual nature or constitutes a hate crime, the school will consider whether the police should be contacted.

As part of the school's ongoing commitment to the prevention of cyber bullying, regular education and discussion about e-safety will take place as part of computing and PSHE.

Review of Policy
Due to the ever changing nature of information and communication technologies it is best practice that this policy be reviewed annually and, if necessary, more frequently in response to any significant new developments in the use of technologies, new threats to e-safety or incidents that have taken place.

E-Safety Leader	Laura Poland