Social Media Policy

Written in accordance with the

Online Safety Policy and

Data Acceptable Use Policies

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We Grow Greatness

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Social media (e.g. Facebook, X – formerly Twitter, WhatsApp, Snapchat, LinkedIn and Instagram) is a broad term for any kind of online platform which enables people to directly interact with each other. However, some games, for example Minecraft and video sharing platforms such as YouTube have social media elements to them. There are many more examples of social media than can be listed here. For the purpose of this document, the term 'social media' is not exhaustive and applies to the use of communication technologies such as mobile phones, cameras, tablets, other handheld devices, wearable technology and other emerging forms of communication.

The Carlton Junior Academy works on the principle that if we don't manage our social media reputation, someone else will. Online Reputation Management is about understanding and managing our digital footprint (everything that can be seen or read about the academy online). Negative coverage almost always causes some level of disruption. Up to half of all cases dealt with by the Professionals Online Safety Helpline (POSH: helpline@saferinternet.org.uk) involve academys' (and staff members') online reputation. Accordingly, we manage and monitor our social media footprint carefully to know what is being said about the academy and to respond to criticism and praise in a fair, responsible manner.

The Carlton Junior Academy recognises the numerous benefits and opportunities which a social media presence offers. We aim to use social media to promote the good reputation of the academy and share successes and news with the academy community. However, there are some risks associated with social media use, especially around the issues of safeguarding, bullying and personal reputation. The policy cannot cover all eventualities. If in doubt, staff should use their own professional judgement and contact a member of the Senior Leadership Team. This policy aims to encourage the safe use of social media by the academy, its staff, parents, carers and children.

Scope

This policy is subject to the academy's codes of conduct and acceptable use agreements.

This policy:

- Applies to all staff, governors, parents/carers, pupils and to all online communications which directly or indirectly, represent the academy.
- Applies to online communications posted at any time and from anywhere.
- Encourages the safe and responsible use of social media through training and education.
- Aims to safeguard pupils and adults associated to the academy.
- Defines the monitoring of public social media activity pertaining to the academy.
- Sets clear expectations of behaviour and codes of practice relevant to social networking for educational, personal and recreational use.
- Gives a clear message that unlawful or unsafe behaviour is unacceptable and that, where appropriate, disciplinary or legal action will be taken.
- Supports safer working practice.
- Minimises the risk of misplaced or malicious allegations made against adults who work with pupils.

- Reduces the incidence of positions of trust being abused or misused.
- Helps everyone use social media effectively to enhance teaching and learning.

The academy respects privacy and understands that staff and pupils may use social media forums in their private lives. However, personal communications likely to have a negative impact on professional standards and/or the academy's reputation are within the scope of this policy.

Professional communications are those made through official channels, posted on an academy account or using the academy name. All professional communications are within the scope of this policy. The Academy has an official Instagram account which is managed by designated members of staff.

Personal communications are those made via a personal social media accounts. In all cases, where a personal account is used which associates itself with, or impacts on, the academy, it must be made clear that the member of staff is not communicating on behalf of the academy with an appropriate disclaimer. Such personal communications are within the scope of this policy.

Personal communications which do not refer to or impact upon the academy are outside the scope of this policy.

Digital communications with pupils are also considered. Staff may use Class Dojo to communicate with learners via an academy account for teaching and learning purposes.

Organisational Control

Roles & Responsibilities
- Senior Leadership Team
    - Facilitate training and guidance on social media use.
    - Develop and implement the Social Media Policy.
    - Take a lead role in investigating any reported incidents.
    - Make an initial assessment when an incident is reported and involve appropriate staff and external agencies as required.
    - Receive completed applications for social media accounts.
    - Approve account creation.
- Administrator/Moderator
    - Create the account following Senior Leadership Team approval.
    - Store account details, including passwords securely.
    - Regularly monitor and contribute to the account.
    - Stick to the guidelines for what may and must not be posted on social media accounts.
    - Control the process for managing an account after the lead staff member has left the organisation (closing or transferring).
    - Ensure that privacy settings are set correctly.
- Staff
    - Know the contents of the account and ensure that any use of social media is carried out in line with this and other relevant policies.
    - Must not post to the school accounts without being given authorisation to do this.
    - Attend appropriate training.

      o   Add an appropriate disclaimer to personal accounts when naming the academy.

Process for Creating New Accounts

The academy community is encouraged to consider if a social media account will help them in their work. Anyone wishing to create such an account must seek permission from the Senior Leadership Team.

They must state the following points:-

- The aim of the account.
- The intended audience.
- How the account will be promoted.
- Who will run the account (at least two staff members should be named).
- Will the account be open or private/closed.

Following consideration by the Senior Leadership Team an application will be approved or rejected. In all cases, the Senior Leadership Team must be satisfied that anyone running a social media account on behalf of the academy has read and understood this policy and received appropriate training. This also applies to anyone who is not directly employed by the academy, including volunteers or parents.

Monitoring Accounts

- Academy accounts must be monitored by the Administrator/Moderator regularly and frequently. This will be overseen by the Senior Leadership Team. Any comments, queries or complaints made through those accounts must be responded to promptly even if the response is only to acknowledge receipt. Regular monitoring and intervention are essential in case a situation arises where bullying or any other inappropriate behaviour arises on an academy social media account.

Monitoring Posts about the Academy

- As part of active social media engagement, it is considered good practice to pro-actively monitor the Internet for public postings about the academy.
- The academy should effectively respond to social media comments made by others according to this policy.

Behaviour

- The academy requires that all users using social media adhere to the standard of behaviour as set out in this policy and other relevant policies.
- Digital communications by staff must be professional and respectful at all times and in accordance with this policy.
- Staff will not use social media to infringe on the rights and privacy of others or make ill-considered comments or judgments about staff.
- Academy social media accounts must not be used for personal gain.
- Staff must ensure that confidentiality is maintained on social media even after they leave the employment of the academy.
- Users must declare who they are in social media posts or accounts. Anonymous posts are discouraged in relation to academy activity.

- If a journalist makes contact about posts made using social media, staff must contact the headteacher who will seek support from the Redhill Academy Trust to formulate an appropriate response.
- Unacceptable conduct, (e.g. defamatory, discriminatory, offensive, harassing content or a breach of data protection, confidentiality, copyright) will be considered extremely seriously by the academy and will be reported as soon as possible to the Senior Leadership Team, and escalated where appropriate.
- The use of social media by staff while at work may be monitored, in line with academy policies. The academy permits reasonable and appropriate access to private social media sites. However, where excessive use is suspected, and considered to be interfering with relevant duties, disciplinary action may be taken.
- The academy will take appropriate action in the event of breaches of the Social Media Policy. Where conduct is found to be unacceptable, the academy will deal with the matter internally. Where conduct is considered illegal, the academy will report the matter to the police and other relevant external agencies, and may take action according to the Disciplinary Policy.

Legal Considerations
- Users of social media should consider the copyright of the content they are sharing and, where necessary, should seek permission from the copyright holder before sharing.
- Users must ensure that their use of social media does not infringe upon relevant data protection laws, or breach confidentiality.

Handling Abuse
- When acting on behalf of the academy, offensive comments will be handled swiftly and with sensitivity by the Administrator/Moderator. This will be overseen by the Senior Leadership Team.
- If a conversation turns and becomes offensive or unacceptable, academy users should block, report or delete other users or their comments/posts. The Senior Leadership Team should inform the audience exactly why the action was taken. Staff are advised to take screen shots of such incidents recording the time and date before they are deleted. This should be done as soon as possible.
- If you feel that you or someone else is subject to abuse through use of a social networking site, then this action must be reported using the agreed academy protocols.
- All incidents will be taken seriously and dealt with in accordance with the relevant policies.

Tone
The tone of content published on social media should be appropriate to the audience, whilst retaining appropriate levels of professional standards. Key words to consider when composing messages are:

- Engaging
- Conversational
- Informative
- Friendly

Use of images
The Carlton Junior Academy's use of images can be assumed to be acceptable, providing the following guidelines are strictly adhered to.

- Permission to take or use any photos or video recordings should be sought in line with the academy's digital and video images protocol included in the Online Safety Policy.
- If anyone, for any reason, asks not to be filmed or photographed then their wishes should be respected.
- Staff's personal phones should not be used to record photos or video of pupils.
- Under no circumstances should staff share or upload pupil photos or video online other than via academy owned social media accounts, on the academy website or on Class Dojo.
- Pupils should be appropriately dressed, not be subject to ridicule and must not be on any academy list of children whose images must not be published.
- If a member of staff inadvertently takes a compromising picture which could be misconstrued or misused, they must delete it immediately and talk to the Senior Leadership Team.

Personal Use
- Staff
    - Personal communications are those made via a personal social media accounts. In all cases, where a personal account is used which associates itself with the academy or impacts on the academy, it must be made clear that the member of staff is not communicating on behalf of the academy with an appropriate disclaimer. Such personal communications are within the scope of this policy.
    - Social media being used for professional development and networking should maintain professional conduct and appropriate confidentiality at all times.
    - Personal communications which do not refer to or impact upon the academy are outside the scope of this policy.
    - Where excessive personal use of social media in the academy is suspected, and considered to be interfering with relevant duties, disciplinary action may be taken.
    - The academy permits reasonable and appropriate access to private social media sites.
    - Staff are not permitted to follow or engage with current or prior pupils of the academy on any personal social media network account.
    - Staff must follow and adhere to the social media sections included in the Data Acceptable Use Policy.
- Pupils
    - The academy's education programme should enable the pupils to be safe and responsible users of social media.
    - Pupils are encouraged to comment or post appropriately about the academy and with anyone who attends the academy. Any offensive or inappropriate comments will be resolved by the use of the academy's Behaviour Policy, Data Acceptable Use Policy and Online Safety Policy.
- Parents/Carers
    - If parents/carers have access to an academy learning platform where posting or commenting is enabled, parents/carers will be informed about acceptable use.
    - Parents must follow and adhere to the social media sections included in the Data Acceptable Use Policy.
    - The academy takes an active role in supporting the safe and positive use of social media. This includes information on the website, regular newsletters and updates.
    - Parents/Carers must not share images of other children or staff taken on the academy premises on social media platforms. In the event of this happening, the academy will

ask the parent/carer to remove the post and invite them to discuss the issues in person. If necessary, police or legal advice will be sought to resolve the issues.
- o Parents/Carers will be referred to the academy's complaints procedures, if required.
- o Parents/Carers are encouraged to comment or post appropriately about the academy. In the event of any offensive or inappropriate comments being made, the academy will ask the parent/carer to remove the post and invite them to discuss the issues in person. If necessary, parents will be referred to the academy's complaints procedures.
- o Any abusive posts maybe reported to police or the Trust's legal services.

Extremism

The school has obligations relating to radicalisation and all forms of extremism under the Prevent Duty. Staff will not support or promote extremist organisations, messages or individuals, give them a voice or opportunity to visit the school, nor browse, download or send material that is considered offensive or of an extremist nature. We ask for parents' support in this also, especially relating to social media, where extremism and hate speech can be widespread on certain platforms.

Personal Data (GDPR)

Full names, addresses, locations, phone numbers and other personal data that can be used to identify a person will not be included on the social media posts.

Social Media Incidents

If the rules and expectations of behaviour for children and adults in The Carlton Junior Academy community are breached then the incidents will be governed by academy Acceptable Use Policies and the academy Social Media Policy.

Breaches will be dealt with in line with the academy Behaviour Policy (for pupils) or code of conduct/handbook (for staff).

Further to this, where an incident relates to an inappropriate, upsetting, violent or abusive social media post by a member of the academy community, The Carlton Junior Academy will request that the post be deleted and will expect this to be actioned promptly.

Where an offending post has been made by a third party, the academy may report it to the platform it is hosted on, and may contact the Professionals' Online Safety Helpline, POSH, (run by the UK Safer Internet Centre) for support or help to accelerate this process.

Appendix
Managing your Personal use of Social Media:
- "Nothing" on social media is truly private.
- Social media can blur the lines between your professional and private life. Don't use the academy logo and/or branding on personal accounts.
- Check your settings regularly and test your privacy.

- Keep an eye on your digital footprint.
- Keep your personal information private.
- Regularly review your connections – keep them to those you want to be connected to.
- When posting online consider; Scale, Audience and Permanency of what you post.
- If you want to criticise, do it politely.
- Take control of your images – do you want to be tagged in an image? What would children or parents say about you if they could see your images?
- Know how to report a problem.

Managing the Academy's Social Media Accounts

The Do's

- Check with the Senior Leadership Team before publishing content that may have controversial implications for the academy.
- Use a disclaimer when expressing personal views.
- Make it clear who is posting content.
- Use an appropriate and professional tone.
- Be respectful to all parties.
- Ensure you have permission to 'share' other peoples' materials and acknowledge the author.
- Express opinions but do so in a balanced and measured manner.
- Think before responding to comments and, when in doubt, get a second opinion.
- Seek advice and report any mistakes using the academy's reporting process.
- Turn off tagging people in images where possible.
- Consider the appropriateness of content for any audience of academy accounts.

The Don'ts

- Don't make comments, post content or link to materials that will bring the academy into disrepute.
- Don't publish confidential or commercially sensitive material.
- Don't breach copyright, data protection or other relevant legislation.
- Don't link to, embed or add potentially inappropriate content.
- Don't post derogatory, defamatory, offensive, harassing or discriminatory content.
- Don't use social media to air internal grievances.