



St Mary Magdalene Primary School

Acceptable Use and Social Media Policy

The aim of this Acceptable Use and Social Media Policy is to ensure that pupils will benefit from learning opportunities offered by the school's Internet resources in a safe and effective manner. Internet and email use and access is considered a school resource and privilege. Therefore, if the policy is not adhered to, this privilege will be withdrawn, and appropriate sanctions will be imposed.

School's Strategy

The school employs a number of strategies in order to maximise learning opportunities and reduce risks associated with the Internet. These strategies are as follows:

General

- Internet sessions will be supervised by staff.
- Filtering systems are used by our Internet Service Provider (Sandwell Broadband) in order to minimise the risk of exposure to inappropriate material.
- Sandwell Broadband will monitor Internet usage.
- Students and teachers will be provided with training in the area of Internet safety.
- Uploading and downloading of non-approved software will not be permitted.
- Virus protection software is present on all machines and is updated and checked automatically on a daily basis.
- The use of personal memory sticks, CD-ROMs, or other digital storage media in school requires a teacher's permission. Teachers will be provided with an encrypted memory stick for school purposes.
- Students will treat others with respect at all times and will not undertake any actions that may bring the school into disrepute.

World Wide Web

- School staff and pupils will not intentionally visit Internet sites that contain obscene, illegal, hateful or otherwise objectionable materials.
- School staff and pupils will report accidental accessing of inappropriate materials in accordance with school procedures.

- Pupils will use the Internet for educational purposes only.
- Pupils will not copy information into work without acknowledging the source (plagiarism and copyright infringement).
- Pupils will never disclose or publicise personal information.
- Downloading materials or images not relevant to class work and homework is in direct breach of the school's acceptable use policy.
- School staff and pupils will be aware that any usage, including distributing or receiving information, school-related or personal, may be monitored for unusual activity, security and/or network management reasons.

Email

- School staff will use approved email accounts.
- School staff will not send or receive any material that is illegal, obscene, and defamatory or that is intended to annoy or intimidate another person.
- Pupils will not reveal their own or other people's personal details, such as addresses or telephone numbers or pictures.
- Pupils will never arrange a face-to-face meeting with someone they only know through emails or the internet.
- Pupils will note that sending and receiving email attachments is subject to permission from their teacher.

School Website

- Pupils' work may appear in an educational context on our school website pages as long as parents have given permission.
- The school will endeavour to use digital photographs, audio or video clips focusing on group activities. Content focusing on individual students will not be published on the school website without parental permission. Video clips may be password protected.
- Personal pupil information including home address and contact details will be omitted from school web pages.
- The school website will not publish the surnames of any pupils.
- The school will ensure that the image files are appropriately named and will not use pupils' names in image files if published on the web.

Personal Devices

Pupils are prohibited from bringing personal devices into the classroom, they will be collected at the school entrance and locked away in the office until the end of the day. Staff members are to keep personal devices away from children and can only be used during lessons for educational purposes. Staff must not take photographs of children on their own devices.

Use of Digital and Video Images

The use of cameras and video is an essential and integral part of everyday life. Staff and children should be encouraged to use this technology in a positive and responsible way. With digital technology there is an increased potential for cameras and images to be misused and we recognise that having the appropriate policy and practices in place will protect school staff from misunderstanding, false accusations and damage to reputation around the use of digital images. The guidelines below will aim to ensure safer and appropriate use of cameras and images through our acceptable use policy. This is in line with legislative requirements and will aim to respect the rights of individuals and promote effective safeguarding practices. This will apply to use of any photographic equipment; mobile phones, video cameras, webcams as well as other forms of digital technology and resources for storing and printing images.

Pupil Use of Social Media

Such sites should not be used/accessed in school unless under the direction of a teacher and for a purpose clearly apparent from the learning objective of the relevant learning experience. Children will learn to email/blog through the closed, safe Purple Mash site and use the Seesaw app to post work and comment on each other's posts. Parents will give permission for children to access these sites in school as well as permission for images of their child / child's work to be included on the site. (See Social Media consent form) In terms of private use of social networking sites by a child it is generally understood that children under the age of 13 are not permitted to be registered, including Facebook, Snapchat and Instagram to name a few.

Staff Use of Social Media

It is probable that a high proportion of 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, **with appropriate privacy settings used.**

Guidelines are issued to staff:

- Staff must never add pupils as 'friends' into their personal accounts (including past pupils under the age of 16).
- Staff are strongly advised not to add parents as 'friends' into their personal accounts.
- Staff must not post comments about the school, pupils, parents or colleagues including members of the Governing Body.
- Staff must not use social networking sites within lesson times (for personal use).
- Staff should only use social networking in a way that does not conflict with the current National Teacher's Standards.
- Staff should review and adjust their privacy settings to give them the highest level of privacy and confidentiality.
- Staff should read and comply with 'Guidance for Safer Working Practice for Adults who Work with Children and Young People'.
- Inappropriate use by staff should be referred to the Headteacher in the first instance and may lead to disciplinary action.

Parental Use of Social Media

Parents and carers will be made aware of their responsibilities regarding their use of social networking. Methods of school communication include the prospectus, the website, newsletters, letters, texts and verbal discussion. School policies and documents provide further information regarding appropriate channels of communication and means of resolving differences of opinion. Effective communication following principles of mutual respect is the best means of ensuring the best learning experiences for the child. Parents must not post pictures of pupils, other than their own children, on social networking sites where these photographs have been taken at a school event. Parents should make complaints through official school channels rather than posting them on social networking sites. Parents should not post malicious or fictitious comments on social networking sites about any member of the school community.

Inappropriate Use of Social Media

The school's Anti-Bullying Policy sets out the processes and sanctions regarding any type of bullying by a child on the school roll. In the case of inappropriate use of social networking by parents, the Governing Body will contact the parent asking them to remove such comments, seek redress through the appropriate channels such as the Complaints Policy and will send a letter.

The Governing Body understands that, "There are circumstances in which police involvement is appropriate. These include where postings have a racist element or where violence is threatened or encouraged." Furthermore, "Laws of defamation and privacy still apply to the web and it is unlawful for statements to be written...which:

- expose (an individual) to hatred, ridicule or contempt
- cause (an individual) to be shunned or avoided
- lower (an individual's) standing in the estimation of right-thinking members of society or
- disparage (an individual in their) business, trade, office or profession." (National Association of Headteachers)

Support Structures

The school will inform pupils and parents of key support structures and organisations that deal with illegal material or harmful use of the Internet.

Sanctions

Misuse of the Internet may result in disciplinary action, including written warnings, withdrawal of access privileges and, in extreme cases, suspension or expulsion. The school also reserves the right to report any illegal activities to the appropriate authorities.

This policy complies with the requirements of the Data Protection Act 1998, Freedom of Information Act 2000, Human Rights Act 1998 and other relevant Acts regarding the taking and use of photographic images of children. Class Teachers are responsible for ensuring the acceptable, safe use and storage of camera technology and images.

All staff parents and children (where age appropriate) will be asked to sign the appropriate Acceptable Use Policy. Additionally, parents are asked to sign to give consent to photographs, digital images and videos being taken and are made aware of the contexts, nature and the use to which they will be put. In our school:

- We gain parental / carer permission for use of digital photographs or video involving their child as part of a school agreement. From this point forwards, this will be when children join the school.
- Digital images / videos will be stored in the Shared Documents drive and will be deleted at the end of Year 6 unless an item is being kept for a specific purpose e.g. school publication.
- We do not identify pupils in online photographic materials or include the full names of pupils in the credits of any published school produced video / DVD materials.
- Staff sign the Acceptable Use Policy, and this includes a clause on the use of mobile phones / personal equipment for taking pictures of pupils.

Home Learning

During the COVID-19 school closure (beginning March 2020), it is necessary to update the ways in which pupils, staff and parents all communicate. In the event of the school undertaking 'Home Learning', it is important that the following disclaimers are acknowledged and followed:

- Children should only use the internet-based learning platform (Seesaw) as advised by their Class Teachers and, in turn, the Headteacher.
- Class Teachers may contact families via the class email addresses or Teachers2Parents only, not individual school email addresses.
- Pictures and videos of home life/homework may be sent by families to the class email accounts or through Seesaw.
- If staff, pupils or families are unsure of any content they have received via the above means, the headteacher should be consulted.

- DfE updates will be referred to during this time of uncertainty, to ensure that the most relevant advice is followed to keep all users safe.
- Pupils' safeguarding is always ensured when communicating online through the official channels outlined.
- Content sent through Seesaw/email should not be shared on social media or online.

Reviewed April 2020