



**Romans Field School
Bradwell Village School
Priory Common School**

FEDERATION

Social Media Policy

Last reviewed on:	July 2023
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Reviewed by	Steve Tysom
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Approved at FGB	17.07.2023
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Next review due by	September 2024
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Policy Statement.

To ensure clarity of use and guidance for staff, pupils, and all users regarding the use of social media and networking applications. This policy is designed to protect individual members of staff, pupils, and all users.

This policy applies to the use of social media for

both business and personal purposes, whether during School/ working hours or otherwise. This policy applies regardless of whether the social media is accessed using school IT facilities and equipment or equipment belonging to members of staff, pupils or any other IT/internet enabled equipment.

Anyone setting up a social media account that is directly connected to the Inclusive Learning Federation (ILF) or associated schools Romans Field School, Bradwell Village school or Priory Common School (using the name, logo or information clearly attached to ILF or any of its schools) must follow all the guidelines in this policy.

Rationale.

Our school acknowledges that there are increasing numbers of people using social networking sites. The widespread availability and use of social networking applications brings opportunities to understand, engage and communicate with audiences in new ways. This document defines the social networking and social media policy for the ILF. To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, the ILF and its schools may consider using social media tools to reach a broader audience. This policy establishes guidelines for the use of social media. Social media is defined as any form of online publication allows interactive communication, including, but not limited to, social networks, blogs, websites, Internet forums, and wikis. Examples of social media are Facebook, Twitter, Instagram, YouTube, Pinterest and Flickr.

The policy requirements in this document aim to provide this balance to support innovation whilst providing a framework of good practice. They apply to all members of staff and pupils at the School.

The purpose of the policy is to:

- Safeguard all pupils and promote wellbeing.
- Ensure users are not exposed to risk as a result of their actions.
- Use social media in a respectful, positive and productive way which respects all parties involved.
- Ensure that the reputation of the ILF and its schools, its staff and governors is protected and that stakeholders understand their ambassadorial role with regard to the ILF and its schools.
- Protect the ILF and its schools from legal risks.

- Ensure that any users are able clearly to distinguish where information provided via social media is legitimately representative of the ILF and its schools.

Aims.

The ILF aims to

- Grow our schools and communities understanding of social media and to make connection with our schools more convenient for our families
- Allow our community to keep up to date with activities through a medium which is preferred by many

The individual school's account will be managed by the school's senior leadership team to ensure it is monitored effectively. Using first names will be prohibited. Our philosophy is that our Facebook page will be used to build our school ethos, inform our community about our work and connect with people.

Personal use of Social Media

All the ILF employees may have personal social network accounts. These sites should remain personal in nature and be used to share personal opinions or nonwork related information. Following this principle helps ensure a distinction between sharing personal and school views. Our employees must never use their work email account or password in conjunction with a personal social networking, or social media site. The following guidance is for ILF employees who decide to have a personal social media, or social networking site and/or who decide to comment on posts about work related business:

- ILF staff are not permitted to invite, accept or engage in communications with parents or children from the ILF community in any personal social media whilst in employment By the ILF or its schools. Any exceptions due to family connections etc. must be approved by the Executive Head or Head of Schools.
- Any communication received from children on any personal social media sites must be reported to the designated person for Child Protection (DSL)
- If any member of staff is aware of any inappropriate communications involving any child in any social media, these must immediately be reported as above
- All email communication between staff and members of the ILF and its schools community on ILF or school business must be made from official ILF or school email accounts.
- Staff should not use personal email accounts or mobile phones to make contact with members of the ILF and its schools community on the ILF and its schools business, nor should any such contact be accepted, except in circumstances given prior approval by the Executive Head or Head of Schools.
- Staff and parents are advised to avoid posts or comments that refer to specific, individual matters related to the school and members of its community on any social media accounts

- Staff and parents are also advised to consider the reputation of the ILF and its schools in any posts or comments related to the ILF and its schools on any social media accounts
- Staff should not accept any current parent, pupil of any age or ex-pupil of the ILF and its schools under the age of 18 as a friend, follower, subscriber or similar on any personal social media account.
- Do not access personal social media profiles from ILF and its schools computers, on ILF and its schools networks, or during work hours.

ILF-Sanctioned use of social media

When using social media for educational purposes, the following practices must be observed:

- Staff use the distinct and dedicated social media site or account, set up by the school, for educational and communication purposes. This is entirely separate from any personal social media accounts held by that member of staff and will be linked to an official ILF and its schools email account/ website.
- The content of the school Facebook page will be solely professional relating to the life of the individual school.
- Staff must not publish photographs of children without the written consent of parents/ carers.
- Staff must not identify by name any children featured in photographs, or allow personally identifying information to be published on any ILF or its schools social media accounts.
- Care must be taken that any links to external sites from the account are appropriate and safe.
- Any inappropriate comments on or abuse on the Facebook page should immediately be removed and reported to the Executive Head or Head of Schools.
- All official communication through social media, and social networking outlets should remain professional in nature and should always be conducted in accordance with the ILF and its schools communications policy, practices and expectations.
- ILF employees should be mindful that inappropriate usage of official social media, and social networking sites can be grounds for disciplinary action.

Identifiable Accounts

All users following any of the ILF and its schools Facebook page, must do so using a Facebook account that is identifiable. Users will be able to 'like' a post by clicking on a button. Users will not be able to authorise a posting of their own or upload media such as video or photos.

Underage Facebook users

ILF and its schools do not endorse children under the age of thirteen (a threshold imposed by Facebook), having their own Facebook account. We encourage children, under parental supervision, to view our schools' Facebook pages.

Privacy and security.

Parental consent for the use of student's photos/videos will be obtained and can be revoked at any time. A lower level of security will be enabled on the social media page, that ensures all posts are reviewed before they are made public. All private messaging via the social media outlet will be blocked and followers will be directed to the ILF or its schools email addresses. There will be an age restriction of 13+, this is already imposed on Facebook. There will be page moderation, where administrators of the page can choose certain words to ban from the social media. Alternatively you can go down to the profanity filter and select strong, this will prevent any bad language being used automatically.

Oversight and Enforcement.

Employees representing the ILF and its schools through social media outlets or participating in social media features on the ILF and its schools websites must maintain a high level of ethical conduct and professional decorum. Failure to do so is grounds for revoking the privilege to participate in social media sites, blogs, or other social media features. Information must be presented following professional standards for good grammar, spelling, brevity, clarity and accuracy, and avoid jargon, obscure terminology, or acronyms. Social media should not be used to circumvent other district communication policies, including news media policy requirements.

Our employees may not publish information on district social media sites that includes:

- Confidential information about students or staff
- Copyright violations
- Profanity, racist, sexist, or derogatory content or comments
- Partisan political views
- Commercial endorsements or SPAM.

External policy.

The following guidelines must be displayed to users on all social media sites or made available by hyperlink Moderation of Third-Party Content.

This ILF and its schools social media site serves as a limited public forum and all content published is subject to monitoring.

Parents and other User-generated posts will be rejected or removed if possible when the content of a post:

- is off-subject or out of context
- contains obscenity or material that appeals to the prurient interest
- contains personal identifying information or sensitive personal information
- contains offensive terms that target protected classes
- is threatening, harassing or discriminatory
- incites or promotes violence or illegal activities
- contains information that reasonably could compromise individual or public safety
- advertises or promotes a commercial product or service, or any entity or individual
- promotes or endorses political campaigns or candidates

If this guidance is seriously or repeatedly breached, it may result in be banned from the ILF and its schools site or the involvement of the police.