



# YSGOL GYMRAEG YSTALYFERA-BRO DUR

## Social Media Policy

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Adopted by Governing Body 2018

Signed (Chair of Governors):  January 2018

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## **SOCIAL MEDIA POLICY**

### **Ysgol Gymraeg Bro Dur**

Social media (e.g. Facebook, Twitter, LinkedIn) is a generic term for an online platform of any kind that allows people to interact directly with each other.

The school recognises the many benefits and opportunities that social media provides. Staff, parents/carers and pupils/students are encouraged to find creative ways of using social media. However, there are some risks associated with the use of social media, particularly in relation to safeguarding issues, bullying and the reputation of the individual. The aim of this policy is to encourage the safe use of social media by the school, its staff, parents, carers and children.

#### **This policy:**

- Applies to all staff and all online communications relating to the school either directly or indirectly.
- Applies to On-line communications posted at any time and from anywhere.
- Encourage the safe and responsible use of social media through training and education
- Defines monitoring of public social media activity relating to the school

The school respects privacy and understands that staff and pupils/students can use social media forums in their private lives. This policy, however, encompasses personal communications, which are likely to have a negative impact on the professional standards and/or reputation of the school.

Professional communications are those made through official channels, posted on a school account or using the name of the school. This policy encompasses all forms of communication at a professional level.

Personal communications are those made through personal social media accounts. In all cases, where a personal account linked to the school or having an impact on the school is used, it must be made clear that the member of staff does not communicate on behalf of the school and deny all responsibilities. This policy encompasses such personal communications.

This policy does not cover personal communications that do not refer to, or affect, the school.

Consideration will also be given to digital communications with pupils/students. Social communications can be used by staff to communicate with learners via a school's social media account for teaching and learning but they must consider whether it is appropriate and consider the potential implications.



## **Organisational Management**

### **Roles and Responsibilities**

#### **Senior management (Head and Governors)**

- Facilitate training and guidance on the use of social media.
- Development and implementation of social media policy.
- Lead in the conduct of investigations into any incidents reported.
- Prepare an initial assessment when an incident is notified and involve appropriate staff and agencies as required.
- Receive complete applications for social media accounts
- Give the go-ahead for creating an account

#### **School Administrator**

- Creation of the account after approval of the UDRh
- Keep Account details, including passwords securely
- Monitor and contribute towards the account

#### **Staff**

- Know the content and ensure the use of social media in line with this policy and other relevant policies
- Attend appropriate training
- Regularly monitor, update and manage content that he/she has posted through school accounts
- Add an appropriate disclaimer to personal accounts when the school is named

#### **Process for creating new accounts**

The community of the school will be encouraged to consider whether a social media account will assist in their work, e.g. Twitter account on local history, or the "Friends of the School" page on Facebook. Anyone wishing to create such an account is required to put a business case before a senior management of the School (SMT) which covers the following points:-

- Account Objective
- The audience aimed at
- How the account is promoted
- Who will run the account (at least two members of staff should be named)
- Will the account be open or private/closed



After the SMT has considered, an application will be endorsed or refused. In all cases, the SMT must be satisfied that someone who runs a social media account on behalf of the school has read and understood this policy and has received appropriate training. This also applies to anyone who is not directly employed by the school, including volunteers or parents.

### **Monitoring**

School accounts must be monitored regularly and consistently. Comments, enquiries or complaints voiced through these accounts must be addressed promptly, in accordance with the school's expectations, even if the response is only in acknowledgement of receipt. Regular monitoring and intervention is essential in the event of a situation where bullying occurs or other inappropriate behaviour on the account of a school's social media.

### **Conduct**

- The school requires all users who use social media to adhere to a standard of conduct outlined in this and other relevant policies.
- Staff are required to demonstrate a professional attitude and always be respectful of their digital communication and to do so in accordance with this policy. Staff will not use social media to encroach on other rights and privacy or make reckless comments or judgments about staff. Social media accounts should not be used for personal gain.

Staff must ensure that confidentiality is maintained on social media even when they are now employed by the school.

- Users must say who they are when sending messages or on Social media accounts. Sending non-repudiation messages about a school activity is not supported.
- If a journalist contacts messages sent using Social media, staff must promptly draw this to the attention of a member of the UDRH and respond only after receiving advice.
- The school will consider unacceptable behaviour, (e.g. defamatory, discriminatory, offensive, harassing content or breaches of data protection, confidentiality, copyright,) a very serious thing and a relevant member of the SMT will be notified as soon as possible, and The case is highlighted where appropriate.
- Staff use of social media can be monitored whilst at work, in line with school policies. The school allows reasonable and appropriate access to the websites of private social Mediato. However, where there is a suspicion that there is overuse, and that it is considered to disrupt relevant duties, disciplinary action may be taken.
- The school will take appropriate action in the event of a breach of social media policy. Where unacceptable behaviour is found, the school will deal with that internally. Where the conduct is deemed to be unlawful, the school will inform the police and relevant external agencies, and may take action in accordance with the discipline policy.

### **Legal considerations**



- The person using social media should consider the copyright of the content they share and, where necessary, seek the permission of the copyright holder before co-sharing.
- Users must ensure that their use of social media does not breach relevant data protection laws, or breaches confidentiality.

### **Dealing with offensive comments**

- When acting on behalf of the school, abusive comments should be dealt with quickly and with sensitivity shown.
- If a conversation turns and becomes abusive or unacceptable, the person using social media in the school should immediately draw it to the attention of the SMT.
- If you feel that you or someone else is being offended by colleagues using a social networking website, then the action must be notified using the agreed school protocols.

### **Tone**

The register of content published on social media should be appropriate for the audience, whilst maintaining appropriate levels of professional standards. The key words to consider when compiling messages are:

- Desirable
- Chatty
- Informative
- Friendly (on specific platforms, e.g. Facebook)

### **Use images**

It can be assumed that the school's use of images is acceptable, so long as the following guidelines are strictly adhered to:

- Permission should be sought to use any camera pictures or video recordings in accordance with the school's policy on digital images and video images. If someone, for whatever reason, asks not to be filmed or photographed, then their wishes should be respected.
- Staff should not, under any circumstances, share or upload pupils' drawings online other than through social media accounts owned by the school.
- Staff should judge their wisdom as professionals, whether an image is suitable for being shared on school social media accounts. Pupils should dress appropriately, not and be ridiculed and should not be on any school list of children whose images should not be published.

### **Personal use**

#### **Staff**

- Personal communications are the Numereini made by means of personal social media accounts. In all cases, where a personal account is used that is connected with the school or affects the school, it must be



made clear that the member of staff does not communicate on behalf of the school with an appropriate disclaimer. This policy encompasses such personal communications.

- This policy does not cover personal communications that do not refer to or affect the school.
- Where there is suspicion that individuals are overusing social media at school, and it is considered that it disrupts relevant duties, disciplinary action may be taken.
- The school allows reasonable and appropriate access to private social media websites. Staff should not, however, have access to social media websites or allow them to run in the background during working hours, for personal use, on any devices under their control.

**Pupil/students**

- Staff are prohibited from following or engaging with existing pupils/students or alumni/students from the school on any personal social media network account.
- The school's education programme should enable the pupils/students to have a safe and responsible approach to social media.
- Pupils/students are encouraged to comment or send appropriate messages about school.

Any abusive or inappropriate comments will be dealt with by the school's behaviour policy.

**Parents/carers**

- If parents/carers have access to the school learning platform where comments can be posted or offered, parents/carers will be informed of acceptable use.
- The school has an active parent/Carer education programme which supports safe and positive use of social media. This includes information on the school's website.
- Parents/carers are encouraged to comment or send appropriate messages about the school. If insulting or inappropriate comments are made, a member of the SMT will ask the parent/carer to delete the message and invite them to discuss the issues face to face. If necessary, parents will be referred to the school's procedures on voicing complaints.

**Monitoring messages about the school**

- As part of a social media operational link, it is considered good practice to monitor the.

Internet for public messages about the school.

- The school should respond effectively, in accordance with a defined process, to comments made by others on social media.

	Name	Signature	Date
Chair of Governors	Mr Alun Llewelyn	<i>Alun</i>	January 2021
Head Teacher	Mrs Laurel Davies	<i>Laurel Davies</i>	January 2021

Review Date

January

2022

