

Christ Church NW1

Social Media Policy



Autumn 2023

Christ Church
CE Primary School
Regents Park
NW1 4BD

Vision and Values



**The Christian faith is at the heart of our school community.
At Christ Church we all care, learn and work together for God and others.**

‘For we are all God’s handiwork, created in Christ Jesus to do good works, which God prepared in advance for us to do’. Ephesians 2:10

**Our Christian Values are
Creation, Community, Endurance, Thankfulness, Reconciliation, Wisdom**

The distinctive nature of our approach to education can be found in our explicit Christian values, our collective worship, our grounded Christian ethos, our carefully crafted curriculum and in our Religious Education.

We aim to provide ambitious learning opportunities, promoting achievement in every area and nurturing social, emotional and spiritual well-being.

We actively promote the children’s cultural capital (defined as the acquisition of skills and knowledge, which an individual can draw on to give them an advantage in life). We will introduce them to strong role models who will impart their knowledge and wisdom to help the children engender an appreciation of human creativity and achievement and to become responsible local and global citizens.

Character and resilience are the qualities we promote within our children, developing the inner resources that we call on to help us in life. We instil these qualities in our children to make sure that they are ready to make their way in the world as robust, confident and inquisitive individuals.

We know that confidence, knowledge and skills will help them to become compassionate and well balanced young people. We want them to take their place in society as active citizens, economically independent, exemplifying the British values of equality, mutual respect, democracy, individual liberty and rule of law.

We use our six Christian values, Creation, Wisdom, Thankfulness, Community Endurance and Reconciliation, to reinforce and enrich our teaching wherever applicable.

- **Creation**

For every house is built by someone, but God is the builder of everything. Hebrews 3:4

- **Wisdom**

For the LORD gives wisdom; from his mouth come knowledge and understanding. Proverbs 2:6

- **Thankfulness**

Give thanks to the LORD, for he is good; his love endures forever. 1 Chronicles 16:34

- **Community**

My command is this: Love each other as I have loved you. John 15:12

- **Endurance**

Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up. Galatians 6:9

- **Reconciliation**

Bear with each other and forgive one another if any of you has a grievance against someone. Forgive as the Lord forgave you.

Colossians 3:13

Our vision is inclusive and seeks to promote the whole child thrive within our Christ Church family.

Each member of our Christ church family; children, parents and staff are valued as God's creation. We believe in full inclusion and acceptance of all and that this allows every individual to flourish.



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Introduction

Just as the internet has changed the way we buy music, arrange holidays, and research school projects, it has also affected how we interact socially. Through the use of social media, people can exchange photos and videos, share news stories, post their thoughts on blogs, and participate in online discussions. Social media also allows individuals, companies and organisations to interact with large numbers of people. In conjunction with the increase in online activity, there are concerns about the ways in which the personal information that is shared by social media users may be collected and analysed.

What is Social Media?

Social networking applications include, but are not limited to: Blogs, Online discussion forums, Collaborative spaces, Media sharing services, 'Microblogging' applications, and online gaming environments. Examples include Instagram, Twitter, Facebook, Messenger, YouTube, Xbox Live, and comment streams on public websites such as newspaper sites. Many of the principles of this policy also apply to other types of online presence such as virtual worlds.

Rationale and Equal Opportunities

Why have a Social Media policy?

The widespread availability and use of social media applications bring opportunities to understand, engage, and communicate in new and exciting ways. It is important that we are able to use these technologies and services effectively and flexibly. However, it is also important to ensure that we balance this with our duties and responsibilities to our school, the community, our legal responsibilities and our reputation.

For example, our use of social networking applications has implications for our duty to safeguard children, young people and vulnerable adults.

Aims and Objectives for the Promotion of a Social Media Policy

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

The purpose of the policy is to:

- Safeguard all children.
- Ensure that the reputation of the school, its staff and governors is protected.
- Ensure that any users are able clearly to distinguish where information provided via social media is legitimately representative of the school.
- Protect the school from legal risks.

The use of Social Media to communicate with parents

Christ Church recognises the potential of social media to communicate with parents in a quick and efficient manner. As such, we have created a school Facebook account. This is used to:

- Communicate messages and reminders about school events (e.g. discos, parents' evening, trips)
- Share successes and achievements within school (e.g. weekly learning stars, awards)
- Appeal for help from parents (e.g. if parents are needed to accompany a trip, if any parents have a particular skillset which can be utilised in school)

We hope that parents and carers recognise the benefits of Facebook as a communication tool and as a way of recognising, celebrating and promoting the work of the school and our students. As such, we expect parents and carers to approach the page in a similarly positive, respectful and constructive manner.

If any parents or carers have concerns relating to their child or the school, we insist that they follow standard school procedures when raising these (e.g. speaking to the class teacher or member of the SLT). Facebook is not the forum in which to raise concerns or negative viewpoints and the school reserves the right to remove any comments which it deems offensive or inappropriate.

In order to safeguard the children in our care, the following measures will apply to the school's Facebook account:

- Children will only be referred to by their first names – surnames or any other identifying features will not be used
- Only members of the SLT and leader of PiP (Parents in Partnership) will have access to the password for the account. This will be changed regularly.
- The school has currently decided not to post pictures or videos of children. This policy will be reviewed in future, after consultation with parents.

The use of Social Media in Teaching and Learning

There are many legitimate uses of social media within the curriculum to support pupil's learning. For example, the school may create a Twitter account or courses that require the use of blogs for assessment. There are also many possibilities for using social media to enhance and develop pupils' learning.

When using social media for Teaching and Learning, the following practices must be observed:

- If staff should set up a distinct and dedicated social media site or account for educational purposes then this should be entirely separate from any personal social media accounts held by that member of staff, and should be linked to an official school email account.
- The URL and identity of the site should be notified to the Head teacher or member of the Senior Leadership Team before access is permitted for students.
- The content of any school-sanctioned social media site should be solely professional and should reflect well on the 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 school social media accounts.
- Care must be taken that any links to external sites from the school account are appropriate and safe. These must be approved by a member of SLT.
- Any inappropriate comments on or abuse of school-sanctioned social media should immediately be removed and reported to the Head teacher or member of SLT. Further action may be taken e.g. reporting to the appropriate bodies such as the police or Child Protection Officer.
- Staff should not engage with any direct messaging of students through social media where the message is not public.
- Pupils should be taught about Online Behaviour and how to use social media safely.

All members of staff should bear in mind that information they share through social networking applications, even if they are on private spaces, are still subject to copyright, data protection and Freedom of Information legislation, the Safeguarding Vulnerable Groups Act 2006 and other legislation. They must also operate in line with the school's Staff Handbook, ICT and E-Safety Policies.

Staff guidelines on the personal use of Social Media

- Staff should not accept any current pupil of any age or any ex-pupil of the school under the age of 18 as a friend, follower, subscriber or similar on any personal social media account, nor engage in any communication with children via social media whilst in employment at Christ Church Primary School, NW1.
- Any communication received from children on any personal social media sites must be reported to the designated person for Child Protection (currently the Head teacher).
- 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.
- **Teachers** will not invite, accept or engage in communications with parents from the school community in any personal social media

- Members of the school staff are strongly advised to set all privacy settings to the highest possible levels on all personal social media accounts.
- All email communication between staff and members of the school community on school business must be made from an official school email account.
- Staff should not use personal email accounts or mobile phones to make contact with members of the school community on school business, nor should any such contact be accepted, except in circumstances given prior approval by the Head teacher e.g. texting in sick or to maintain contact on a trip.
- Staff 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 must never refer to individual children, by name or otherwise, on personal social networking sites.
- Staff are also advised to consider the reputation of the school in any posts or comments related to the school on any social media accounts.

Reporting, responding and recording cyberbullying incidents

- Staff should never engage with cyberbullying incidents. If a staff member discovers a website containing inaccurate, inappropriate or inflammatory written material relating to you, or images of you which have been taken and/or which are being used without your permission, you should immediately report this to a member of SLT.
- Staff should keep any records of the abuse such as text, emails, voicemail, website or social media. If appropriate, screen prints of messages or web pages could be taken and the time, date and address of site should be recorded.

Inappropriate use of social media

- Following a report of inappropriate use of social media by pupils or parents, SLT will conduct a prompt investigation.
- If in the course of the investigation, it is found that a pupil submitted the material to the website, that pupil will be sanctioned in line with the school's behaviour policy.
- SLT, where appropriate, will approach the website hosts to ensure the material is either amended or removed as a matter of urgency, ie within 24 hours. If the website requires the individual who is complaining to do so personally, the school will give their full support and assistance.
- Checks will be carried out to ensure that the requested amendments or removals are made. If the website(s) does not co-operate, SLT will contact the internet service provider (ISP) as the ISP has the ability to block access to certain sites and, in exceptional circumstances, can close down a website.
- If the material is threatening and/or intimidating, SLT will, with the member of staff's consent, report the matter to the police.

Responsibilities

Social Media is the responsibility of the Computing co-ordinator and the Senior Leadership Team. All staff and adults within the school are responsible for passing on incidents of concern to the Head Teacher.

Monitoring and Reviewing

The effectiveness of this policy will be continually considered by the Computing co-ordinator and Senior Leadership Team in light of any incidents of concern. It will be reviewed at least every two years, or as necessary, taking new technologies into account.