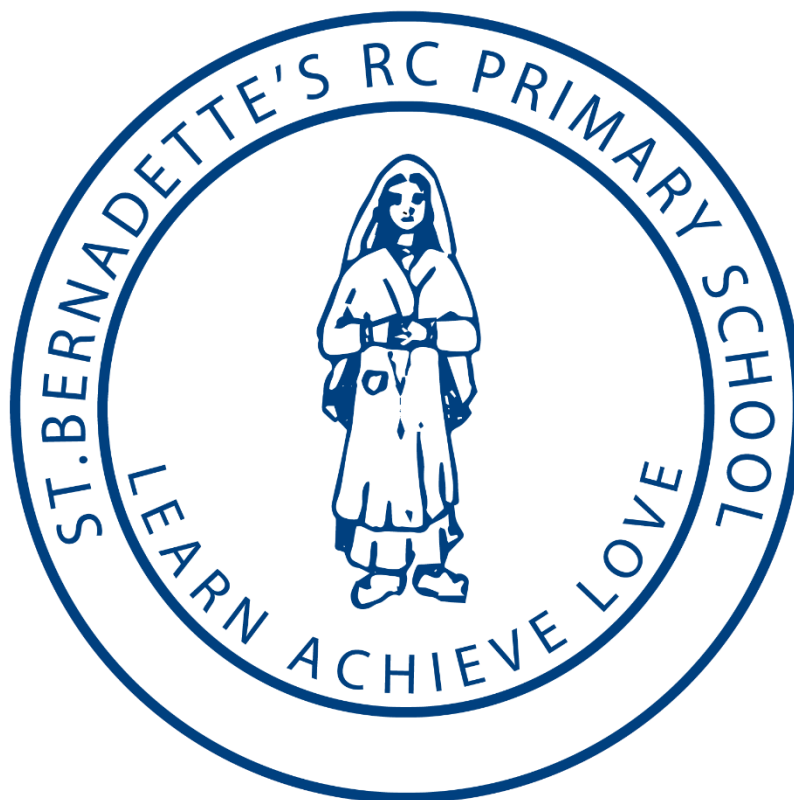


St. Bernadette's RC Primary School



Social Media Policy

Reviewed – November 2024

Review – September 2026

Our Vision

Jesus Christ is very important in our school. He is at the heart of everything we do. Our school is part of the mission of the church-making Jesus, known and loved. We try hard to live as Jesus wants us to, so that together we grow in faith, loving each other and loving God.

We do all of these things because we want to keep Jesus among us every day at St Bernadette's.

"Together we Learn, Together we Achieve, Together we grow in God's love"

Statement of Intent

St. Bernadette's RC Primary School understands that social media is a growing part of life outside of school. We have a responsibility to safeguard our pupils against potential dangers when accessing the internet at school, and to educate our pupils about how to protect themselves online when outside of school.

We are committed to:

- Encouraging the responsible use of social media by all staff, parents and pupils in support of the school's mission, values and objectives.
- Protecting our pupils from the dangers of social media.
- Preventing and avoiding damage to the reputation of the school through irresponsible use of social media.
- Protecting our staff from cyber bullying and potentially career damaging behaviour.
- Arranging e-safety meetings for parents.

Legal framework

This policy has due regard to legislation and guidance including, but not limited to, the following:

- The General Data Protection Regulation (GDPR)
- DfE (2018) 'Data protection: a tool kit for schools'
- The Data Protection Act 2018

Roles and Responsibilities

The Headteacher is responsible for:

- The overall implementation of this policy and ensuring that all staff, parents and pupils are aware of their responsibilities in relation to social media use.
- Promoting safer working practices and standards with regards to the use of social media.
- Establishing clear expectations of behaviour for social media use
- Ensuring that this policy, as written, does not discriminate on any grounds, including, but not limited to: ethnicity/national origin, culture, religion, gender, disability or sexual orientation.
- In conjunction with the governing board, handling complaints regarding this policy and its provisions in line with the school's Complaints Procedures Policy

- Implementing appropriate sanctions and disciplinary methods where there is a breach of this policy.
- Taking steps to minimise the amount of misplaced or malicious allegations in relation to social media use.
- Working alongside the Safeguarding Leader and data protection officer (DPO) to ensure appropriate security measures are implemented and compliance with the GDPR.

Staff members are responsible for:

- Adhering to the principles outlined in this policy and the E-safety and Acceptable Use Agreement – Staff.
- Ensuring pupils adhere to the principles outlined in this policy and that it is implemented fairly and consistently in the classroom.
- Reporting any social media misuse by staff, pupils or parents to the headteacher immediately.
- Attending any training on social media use offered by the school.

Parents are responsible for:

- Adhering to the principles outlined in this policy
- Taking appropriate responsibility for their use of social media and the influence on their children at home.
- Promoting safe social media behaviour for both themselves and their children.
- Attending e-safety meetings held by the school wherever possible.

Pupils are responsible for:

- Adhering to the principles outlined in this policy
- Ensuring they understand how to use social media appropriately and stay safe online.

Definitions

For the purpose of this policy, the school defines “social media” as any online platform that offers real-time interaction between the user and other individuals or groups including, but not limited to, the following:

- Blogs
- Online discussion forums, such as netmums.com
- Collaborative spaces, such as Facebook
- Media-sharing devices, such as YouTube
- ‘Micro-blogging’ applications, such as Twitter
- Social Media Messaging, such

For the purpose of this policy, “**cyber bullying**” is defined as any social media or communication technology intentionally used to bully an individual or group, including the posting or sharing of messages, images or videos.

For the purpose of this policy, “**members of the school community**” are defined as any teacher, member of support staff, pupil, parent of a pupil, governor or ex-pupil.

Data protection principles

- The school will obtain consent from pupils and parents at the beginning of each academic year using the Online Parental Consent and Agreements form, which will confirm whether or not consent is given for posting images and videos of a pupil on social media platforms. The consent will be valid for the entire academic year.
- A record of consent is maintained throughout the academic year, which details the pupils for whom consent has been provided. The DPO is responsible for ensuring this consent record remains up-to-date.
- Consent is always obtained from whoever holds parental responsibility for the child.
- Parents and pupils are able to withdraw or amend their consent at any time. To do so, parents and pupils must inform the school in writing.
- Consent can be provided for certain principles only, for example only images of a pupil are permitted to be posted, and not videos. This will be made explicitly clear on the consent form provided.
- Where parents or pupils withdraw or amend their consent, it will not affect the processing of any images or videos prior to when consent was withdrawn or amended. Processing will cease in line with parents’ and pupils’ requirements following this.
- In line with cyberbullying, wherever it is reasonably practicable to do so, the school will take measures to remove any posts before consent was withdrawn or amended, such as removing an image from a social media site.
- The school will only post images and videos of pupils for whom consent has been received.
- Only school-owned devices will be used to take images and videos of the school community, which have been pre-approved by the Safeguarding Leader for use.
- When posting images and videos of pupils, the school will apply data minimisation techniques, such as pseudonymisation (blurring a photograph), to reduce the risk of a pupil being identified.
- The school will not post pupils’ personal details on social media platforms.
- Pupils’ full names will never be used alongside any videos or images in which they are present.
- Only appropriate images and videos of pupils will be posted in which they are suitably dressed, i.e. it would not be suitable to display an image of a pupil in swimwear.
- When posting on social media, the school will use group or class images or videos with general labels, e.g. ‘sports day’.

Before posting on social media, staff will:

- Refer to the consent record log to ensure consent has been received for that pupil and for the exact processing activities required.
- Ensure that there is no additional identifying information relating to a pupil.
- Any breaches of the data protection principles will be handled in accordance with the school's GDPR Policy.
- Consent provided for the use of images and videos only applies to school accounts – staff, pupils and parents are not permitted to post any imagery or videos on personal accounts.

Social media use – staff

School accounts

- School social media passwords are kept in the headteacher's office – these are not shared with any unauthorised persons, including pupils, unless otherwise permitted by the headteacher.
- Staff will ensure any posts are positive in nature and relevant to pupils, the work of staff, the school or any achievements.
- Staff will check the content before anything is posted on social media.
- If staff wish for reminders to be posted for parents, e.g. returning slips for a school trip, staff will seek permission from the headteacher before anything is posted.
- Staff will adhere to the data protection principles outlined in the Data Protection section of this policy at all times.
- Staff will not post any content online which is damaging to the school or any of its staff or pupils.
- If inappropriate content is accessed online, a [report form](#) will be completed and passed on to the Safeguarding Leader. They retain the right to monitor staff members' internet usage in line with the GDPR Policy.

Personal accounts

- Staff members will not access social media platforms during lesson times.
- Staff members will not use any school-owned mobile devices to access personal accounts, unless it is beneficial to the material being taught – prior permission will be sought from the headteacher.
- Staff members are permitted to use social media during break times.
- Staff are not permitted to use the school's WiFi network to access personal accounts, unless otherwise permitted by the headteacher, and once the Safeguarding Leader has ensured the necessary network security controls are applied.
- Staff will avoid using social media in front of pupils.

- Staff will not “friend” or otherwise contact pupils or parents through their personal social media accounts.
- If pupils or parents attempt to “friend” a staff member they will report this to the headteacher.
- Staff members will not provide their home address, phone number, mobile number, social networking details or email addresses to pupils or parents – any contact with pupils or parents will be done through authorised school contact channels.
- Staff members will ensure the necessary privacy controls are applied to personal accounts.
- Staff members will avoid identifying themselves as an employee of St. Bernadette’s on their personal social media accounts.
- No staff member will post any content online that is damaging to the school or any of its staff or pupils.
- Where staff members use social media in a personal capacity, they will ensure it is clear that views are personal and are not that of St. Bernadette’s RC Primary School.
- Staff members will not post any information which could identify a pupil, class or the school – this includes any images, videos and personal information.
- Staff will not take any posts, images or videos from social media that belong to the school for their own personal use.
- Staff members will not post anonymously or under an alias to evade the guidance given in this policy.
- Breaches of this policy by members of staff will be taken seriously, and in the event of illegal, defamatory or discriminatory content, could lead to prosecution, disciplinary action or dismissal.
- Members of staff will be aware that if their out-of-work activity brings the school into disrepute, disciplinary action will be taken.
- Members of staff will regularly check their online presence for negative content via search engines.
- Attempts to bully, coerce or manipulate members of the school community via social media by members of staff will be dealt with as a disciplinary matter.
- Members of staff will not leave a computer or other device logged in when away from their desk or save passwords.
- Staff members will use their school email address for school business and personal email address for their private correspondence; the two should not be mixed.

Social media use – pupils and parents

- Pupils will not access social media during lesson time, unless it is part of a curriculum activity.
- Pupils and parents will not attempt to “friend” or otherwise contact members of staff through their personal social media accounts.
- Pupils and parents are only permitted to be affiliates of school social media accounts.

- Where a pupil or parent attempts to “friend” a staff member on their personal account, it will be reported to the headteacher.
- Pupils and parents will not post anonymously or under an alias to evade the guidance given in this policy.
- Pupils and parents will not post any content online which is damaging to the school or any of its staff or pupils.
- Pupils are instructed not to sign up to any social media sites that have an age restriction above the pupil’s age.
- If inappropriate content is accessed online on school premises, it will be reported to a teacher.
- Pupils are not permitted to use the school’s WiFi network to access any social media platforms unless prior permission has been sought from the headteacher, and the Safeguarding Leader has ensured appropriate network security measures are applied.
- Parents are not permitted to use the school’s WiFi network to access any social media platforms on personal devices. Social media access on school-owned devices may be permitted in line with 6.8.
- Breaches of this policy will be taken seriously, and in the event of illegal, defamatory or discriminatory content could lead to prosecution, or exclusion.

Twitter

St. Bernadette’s Twitter account (@stbernadettesrc) is used primarily as a method of communication between school and our parents and followers. It will be used to showcase positive learning, experiences and achievements of children at our school. All school posts and responses to the posts are to be of a positive nature and any that are deemed negative or derogatory against the school, the children or staff, will be removed with immediate effect.

It will also be used to demonstrate safe and responsible use of social media and encourage the use of 21st Century technology. It will also be used as a tool to support parental communication such as snow days, training day closures, non-uniform days, etc. All tweets should be grammatically correct. If a tweet does contain grammatical errors, it will be removed and the teacher who posted the tweet will be informed.

Posting Tweets when Off-Site

To protect the children at St. Bernadette’s RC Primary School, tweeting whilst off site is not allowed. Any tweets that celebrate success off site e.g. a football tournament should be made on the journey back to school or whilst back at school. The only exception to this will be when on a residential trip. This will ensure that followers of @stbernadettesrc cannot place a child and the school at a specific off-site location.

Twitter followers

When @stbernadettesrc receives a follower, it will make informed decisions on a case-by-case basis as to accept or decline the follower. These decisions will be based upon a number of factors:

- The name of the individual as read on their Twitter account and whether this name correlates to that of a parent on the Integris database; is a member of the St. Bernadette’s RC Primary teaching staff; is a school governor; is a known and proper person to the SLT or class teacher;

- The quality of the biography of each individual as read in the bio section of their Twitter account;
- The images on view in the potential followers Twitter account.

In the unlikely event that a parent, or other suitable follower is inadvertently rejected, the SLT will hear each individual on a case-by-case basis. In order to protect itself from inappropriate content being distributed into its news feed, @stbernadettesrc will only actively follow users from educational settings or school sites, they will not follow parents. This is to ensure that the tweets displayed on our account relate directly to education and the achievements of children at our Primary School.

Re-Tweeting

From time to time @stbernadettesrc will be tagged in other tweets. The school will decide on a tweet by tweet basis as to whether or not to retweet this information from their own Twitter account. The retweeting of tweets from other organisations shall be undertaken by members of the SLT. Retweeting tweets from parents (celebrating their child's achievements) will only be done so if there is no name linked to the photo.

Blocked content

In accordance with the school's ICT, E-Safety and Accessible Use Policy, STOC Trust firewalls on the school's network to prevent access to certain websites. The following social media websites are not accessible on the school's network:

- Facebook
- Instagram
- Attempts made to circumvent the network's firewalls will result in a ban from using school computing equipment, other than with close supervision.
- Inappropriate content accessed on the school's computers will be reported to the Safeguarding Leader so that the site can be blocked.
- The Safeguarding Leader retains the right to monitor staff and pupil access to websites when using the school's network and on school-owned devices.
- Requests may be made to access erroneously blocked content by submitting a blocked content access form to Holker IT, which will be approved by the headteacher.

Cyber bullying

- Cyber bullying incidents are taken seriously at St. Bernadette's RC Primary School. Any reports of cyber bullying on social media platforms by pupils will be handled in accordance with the Anti-Bullying Policy.
- Allegations of cyber bullying from staff members will be handled in accordance with the Allegations of Abuse Against Staff Policy.
- Staff members will not respond or retaliate to cyber bullying incidents. Incidents will be reported as inappropriate, and support will be sought from the headteacher.
- Evidence from the incident will be saved, including screen prints of messages or web pages, and the time and date of the incident.

- Where the perpetrator is a current pupil or colleague, most incidents can be handled through the school's own disciplinary procedures.
- Where the perpetrator is an adult, in nearly all cases, a member of the SLT will invite the victim to a meeting to address their concerns. Where appropriate, the perpetrator will be asked to remove the offensive content.
- If the perpetrator refuses to comply, it is up to the school to decide what to do next. This could include contacting the internet service provider in question through their reporting mechanisms, if the offensive content breaches their terms and conditions.
- If the material is threatening, abusive, sexist, of a sexual nature or constitutes a hate crime, the school will consider whether the police should be contacted.
- As part of the school's ongoing commitment to the prevention of cyber bullying, regular education and discussion about e-safety will take place as part of computing and PSHE.

Training

- At St. Bernadette's RC Primary School, we recognise that early intervention can protect pupils who may be at risk of cyber bullying or negative social media behaviour. As such, teachers will receive training in identifying potentially at-risk pupils.
- Teachers and support staff will receive training on the Social Media Policy as part of their new starter induction.
- Teachers and support staff will receive annual and ongoing training as part of their development.
- Pupils will be educated about e-safety and appropriate social media use on a termly basis through a variety of mediums, including: assemblies, PSHE lessons and cross-curricular links.
- Pupils will be provided with material to reinforce their knowledge, such as our Safer Internet Day and E-safety lessons.
- Parents will be invited to e-safety and social media training on an annual basis and provided with relevant resources.
- Training for all pupils, staff and parents will be refreshed considering any significant incidents or changes.

Monitoring and review

This policy will be reviewed on an annual basis by the headteacher, in conjunction with the Safeguarding Leader and DPO. Any changes made to this policy will be communicated to all staff, pupils and parents.

Review – September 2026