



# Stonebow Primary School

## **Policy for Social Networking & Using Photos and Filming Children**

**Agreed by Governors 18<sup>th</sup> November 2013**

**Review Date November 2015**

## Introduction to the Policy

The school is aware and acknowledges that increasing numbers of adults and children are using social networking sites. The two with the widest use are Facebook and TWITTER.

The widespread availability and use of social networking application bring opportunities to understand, engage and communicate with audiences in new 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 reputation.

This policy and associated guidance is to protect staff and advise school leadership on how to deal with potential inappropriate use of social networking sites.

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

The policy requirements in this document aim to provide this balance to support innovation whilst providing a framework of good practice.

## Purpose

The purpose of this policy is to ensure:

That the school is not exposed to legal risks

That the reputation of the school is not adversely affected

That our users are able to clearly distinguish where information provided via social networking applications is legitimately representative of the school.

Facebook is targeted at older teenagers and adults. They have a no under 13 registration policy and recommend parental guidance for 13 to 16 year olds.

The following are extracts from Facebook privacy policy:

*“If you are under age 13, please do not attempt to register for Facebook or provide any personal information about yourself to us. If we learn that we have collected personal information from a child under age 13, we will delete that information as quickly as possible. If you believe that we might have any information from a child under age 13, please contact us”*

*“We strongly recommend that minors 13 years of age or older ask their parents for permission before sending any information about themselves to anyone over the Internet and we encourage parents to teach their children about safe internet use practices. Materials to help parents talk to their children about safe internet use can be found on this help page”*

## **SCOPE**

This policy covers the use of social networking applications by all school stakeholders, including, employees, Governors and pupils. These groups are referred to collectively as 'school representatives' for brevity.

The requirements of this policy apply to all uses of social networking applications which are used for any school related purpose and regardless of whether the School representatives are contributing in an official capacity to social networking applications provided by external organisations.

Social networking applications include, but are not limited to:

Blogs, for example Blogger

Online discussion forums, such as netmums.com

Collaborative spaces, such as Facebook

Media sharing services, for example YouTube

'Micro-blogging' applications, for example Twitter

All school representatives 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 Equality and Diversity Policy.

### **Use of Social networking sites in work time**

Use of social networking applications in work time for personal use only is **not** permitted, unless permission has been given by the Head teacher.

### **Social Networking as part of School Service**

All proposals for using social networking applications as part of a school service (whether they are hosted by the school or by a third party) must be approved by the Head teacher first

Use of social networking applications which are not related to any school services (for example, contributing to a wiki provided by a professional association) does not need to be approved by the Head teacher. However, school representatives must still operate in line with the requirements set out within the policy

School representatives must adhere to the following Terms of Use. The Terms of Use below apply to all uses of social networking applications by all school representatives. This includes, but is not limited to, public facing applications such as open discussion forums and internally-facing uses such as project blogs regardless of whether they are hosted on school network or not.

Where applications allow the posting of messages online, users must be mindful that the right to freedom of expression attaches only to lawful conduct.

Stonebow Primary School expects that users of social networking applications will always exercise the right of freedom of expression with due consideration for the rights of others and strictly in accordance with these Terms of Use.

## **Terms of Use**

Social Networking applications:

Must not be used to publish any content which may result in actions for defamation, discrimination, breaches of copyright, data protection or other claim for damages. This includes but is not limited to material of an illegal, sexual or offensive nature that may bring the school into disrepute.

Must not be used for the promotion of personal financial interests, commercial ventures or personal campaigns.

Must not be used in an abusive or hateful manner.

Must not be used for actions that would put school representatives in breach of school codes of conduct or policies relating to staff.

Must not breach the school's misconduct, equal opportunities or bullying and harassment policies.

Must not be used to discuss or advise any matters relating to school matters, staff, pupils or parents.

No staff member should have a pupil or former pupil under the age of 18 as a 'friend' to share information with.

Employees should not identify themselves as a representative of the school.

References should not be made to any staff member, pupil, parent or school activity / event unless prior permission has been obtained and agreed with the Head Teacher.

Staff should be aware that if their out-of-work activity causes potential embarrassment for the employer or detrimentally affects the employer's reputation then the employer is entitled to take disciplinary action. Violation of this policy will be considered as gross misconduct and can result in disciplinary action being taken against the employee up to and including termination of employment.

### **Guidance/protection for staff on using social networking.**

No member of staff should interact with any pupil in the school on social networking sites

No member of staff should interact with any ex-pupil in the school on social networking sites who is under the age of 18

This means that no member of the school staff should request access to a pupil's area on the social networking site. Neither should they permit the pupil access to the staff members' area e.g. by accepting them as a friend.

Where family and friends have pupils in school and there are legitimate family links, please inform the head teacher in writing. However, it would not be appropriate to network during the working day on school equipment

It is illegal for an adult to network, giving their age and status as a child

If you have any evidence of pupils or adults using social networking sites in the working day, please contact the named Child Protection person in school

### **Guidance/protection for Pupils on using social networking.**

No pupil under 13 should be accessing social networking sites. This is the guidance from both Facebook and TWITTER. There is a mechanism on Facebook where pupils can be reported via the Help screen; at the time of writing this policy the direct link for this is:

[http://www.facebook.com/help/contact.php?show\\_form=underage](http://www.facebook.com/help/contact.php?show_form=underage)

No pupil may access social networking sites during the school working day

All mobile phones must be handed into the KS2 office at the beginning of the school day, the Internet capability must be switched off. Failure to follow this guidance will result in a total ban for the student using a mobile phone

No pupil should attempt to join a staff member's areas on networking sites. If pupils attempt to do this, the member of staff is to inform the Head teacher. Parents will be informed if this happens

No school computers are to be used to access social networking sites at any time of day.

Any attempts to breach firewalls will result in a ban from using school ICT equipment other than with close supervision

Please report any improper contact or cyber bullying to you tutor / class teacher in confidence as soon as it happens.

We have a zero tolerance to cyber bullying

## **Child protection guidance.**

If the head teacher receives a disclosure that an adult employed by the school is using a social networking site in an inappropriate manner as detailed above they should:

Record the disclosure in line with their child protection policy.

Schools must refer the matter to the LADO who will investigate via Essex Police Child Protection Team.

If the disclosure has come from a parent, take normal steps to calm the parent and explain processes.

If disclosure comes from a member of staff, try to maintain confidentiality.

The LADO will advise whether the member of staff should be suspended pending investigation after contact with the police. It is not recommended that action is taken until advice has been given.

If disclosure is from a child, follow your normal process in your child protection policy until the police investigation has been carried out.

## **Cyber Bullying**

By adopting the recommended no use of social networking sites on school premises, Stonebow Primary School protects themselves from accusations of complicity in any cyber bullying through the provision of access.

Parents should be clearly aware of the school's policy of access to social; networking sites.

Where a disclosure of bullying is made, schools now have the duty to investigate and protect, even where the bullying originates outside the school.

This can be a complex area, and these examples might help:

A child is receiving taunts on Facebook and text from an ex pupil who moved three months ago: This is not a school responsibility, though the school might contact the new school to broker a resolution.

A child is receiving taunts from peers. It is all at weekends using TWITTER and Facebook. The pupils are in the school: The school has a duty of care to investigate and work with the families, as they attend the school.

A child is receiving taunts from peers. It is all at weekends using Facebook. The pupils are in Y5: This is the tricky one. The school has a duty of care to investigate and work with the families, as they attend the school. However, they are also fully within their rights to warn all the parents (including the victim) that they are condoning the use of Facebook outside the terms and conditions of the site and that they are expected to ensure that use of the site stops. At any further referral to the school the school could legitimately say that the victims and perpetrators had failed to follow the schools

recommendation. They could then deal with residual bullying in the school, but refuse to deal with the social networking issues.

Once disclosure is made, investigation will have to involve the families. This should be dealt with under the school's adopted anti bullying policy. If parent / carers refuse to engage and bullying continues, it can be referred to the police as harassment.

This guidance can also apply to text and mobile phone cyber bullying.

# **Policy on Photographic and Video Images**

## **Introduction**

There are many occasions on which it is a good thing to make use of photographs and video images that include children. This is perfectly proper and to be encouraged. However, our school will do all it can to ensure that images are used properly, and that, as in all matters, risks are minimised, and our children kept safe and secure, whether at school or elsewhere. The aim of this policy is to establish the right balance between the proper use of technology and the safety of our children at all times.

Under the terms of the Data Protection Act 1998, all photographs and video images of children and staff alike are classified as personal data. This means that no image can be used for display or for school publicity etc., unless consent is given by or on behalf of the individual concerned.

## **Parental permission**

All parents and carers will be asked to sign a consent form allowing their child to be photographed or videoed while taking part in school activities, and for the image to be used within the school or in the local newspapers. Permission is also requested for a child's image to be used as part of a group on the school website. This form will be given to the parents or guardians of all children joining the school in each successive year. This 'rolling' consent will allow the school to take pictures of pupils engaged in educational activities such as sports events, drama productions, field trips, etc., and to use these pictures internally. Where parents or carers do not give their consent, then the children concerned will not have pictures taken of them.

All pictures taken will be appropriate, and will show children properly clothed for the activity they are engaged in. The school will do all it can to ensure that due sensitivity is shown in the choice and composition of these images.

## **School performances**

We will allow video and photographic recordings of all school performances, as long as the parents or guardians of the children involved have given their consent.

The school will observe the way in which video recordings are made, and photographs taken, during performances, and will withdraw the right of anyone to bring a camera of any sort if they are felt to be making inappropriate images. For example, photography is forbidden in changing rooms or backstage during school productions.

The school will not employ a commercial photographer to film any school event. If a member of staff is filming an event parents will always be made aware of this fact.

## **4 The Internet**

Only appropriate images will be used on the school Internet site, and children will not be identified by their name or address on the school website.

## **5 Mobile phones**

Adults may bring mobile phones into school, but must not use them to take pictures of children.

## **6 Use of digital cameras**

There are many ways in which the use of digital images is valuable for children's learning.

For example, they may be used in art work or geography or science fieldwork.

Images will be made only as appropriate for school-related activities.

Children will be taught how to take pictures under the supervision of the class teacher and may use these in the making and editing of films. As soon as images have been used for their intended purpose (e.g. illustrating a good football pass), they will be deleted. The school will not store digital images any longer than for their immediate use, unless they are needed long term and in this case they will be stored securely.

When camera equipment is allowed to be taken on day or residential school visits, those pupils wishing to take photographs of other children must first seek advice from a member of school staff.

## **7 Media publications**

Sometimes, local or national media visit the school to follow up a news story. This is often to do with a notable achievement by a child or a group of children from the school. For example, the netball team may have won a regional competition, or the school may have raised money for a charity whose representative wants to receive the donation in person. In this situation, where children's images might be made public, the school will inform parents of the event in advance, and allow them to withdraw their child from the event if they so wish. Newspapers normally ask for the names of the children to go alongside the photographs; if parents or carers do not wish this to happen, then the school will not allow the individual to be photographed or filmed by the media concerned. Journalists/photographers will not be allowed to approach or photograph children while at school without the permission of the Headteacher or a member of the Senior Management Team.

## **8 Monitoring**

This policy will be monitored by the governing body and revised as appropriate, and not less than two years from the date of its adoption. Any incidents of concern relating to this policy will be referred to the Chair of Governors by the Headteacher.