



Edgewood Primary School

Building skills and values for life

Social Media & Photography Policy

Social media and social networking sites play an important role in the lives of many people. We recognise that school has a role in balancing the benefits and risks of such websites for all in our school community. This policy gives clarity to the way in which social media are to be used by pupils, governors, visitors, parent helpers and school staff at Edgewood Primary School. It will also provide guidance for parents.

There are four key areas:

- A. The use of social media within school**
- B. Use of social media by staff in a personal capacity**
- C. Use of social media for communicating with families**
- D. Use of mobile phones and digital photography**

A. The use of social media within school

The school's Acceptable Use Policy (AUP) outlines the rules for using IT in school and these rules therefore apply to use of social networking sites. Most social networking sites are not appropriate for use in school. Significantly, most commercial social networking websites require members to be at least 13 years of age. Consequently, no such websites are used with children in school. The school does offer a child-suitable social network in the form of Edmodo for children in Key Stage 2 which provides a safe, monitored learning environment.

The school does make use of social networks for communicating with parents, including Facebook and Twitter (see policy below). Given the intended age restrictions on these websites, all material posted will be aimed at parents and carers of pupils; public social media websites are not used for communicating with pupils.

B. Use of social networking by staff in a personal capacity

It is likely that members of staff will have their own social networking site accounts. It is important for them to protect their professional reputation by ensuring that they use their personal accounts in an appropriate manner. Nottinghamshire County Council Employee Code of Conduct is issued to all staff and offers guidance, including the following:

- Staff **should not** add pupils as 'friends' into their personal accounts (including past pupils under the age of 16).
- Staff are **strongly advised** not to add parents as 'friends' into their personal accounts.
- Staff **must not** post comments about the school, pupils, parents or colleagues including members of the Governing Body.
- Staff **must not** post information or opinions about the school or pictures of school events.

- Staff should only use social networking in a way that does not conflict with the current Teacher's Standards.
- Staff should review and adjust their privacy settings to give them the appropriate level of privacy and confidentiality.
- Staff should read and comply with the Nottinghamshire School Employee Code of Conduct and related guidance.
- Inappropriate use by staff should be referred to the headteacher in the first instance and may lead to disciplinary action.

C. Use of social media for communicating with families

The school values the use of social media as a channel of communication between school and families. We make use of Facebook and Twitter to share news, celebrate learning and achievements and to advertise events to families. This supports our use of other communication channels such as the school website, newsletters and notice boards, as well as face-to-face meetings.

Parents and carers will be made aware of their responsibilities regarding their use of social media. We will seek to engage the support of parents in providing a safe environment for all of the children in our care. In line with this, we suggest the following guidelines:

- Parents should not post pictures of pupils, other than their own children, on social networking sites where these photographs have been taken at a school event.
- Parents should not post malicious or fictitious comments on social networking sites about any member of the school community.
- Parents should make enquiries or complaints through discussion directly with school staff as outlined in our parental concerns policy, rather than posting them on social media websites. The school is unable to respond to comments and queries posted on school-managed social media websites.

D. Use of Mobile Phones and Digital Photography

Children are not allowed to have mobile phones in school. If children bring a phone to school they should take it to the school office where it will be kept until the end of the school day.

Children have their photographs taken to provide evidence of their achievements for their development records and to celebrate learning and achievements. This includes photographs of activities in school, on educational visits or as part of sporting events.

To ensure safe use of photography, all staff will follow the following guidelines in relation to photography:

- Photographs will be stored on the school network which is password protected until the school ceases to operate. Should this occur then all photographs will be shredded or deleted from the school network.
- Photographs may be displayed around the school in the context of learning and celebratory displays.
- Photographs will not be taken of children when wearing swimming costumes or taking part in swimming lessons.

- Where photographs are used outside the school, such as through social media websites or in school publications, no names will be given of individual children.
- Where photographs are requested for use in other media, such as newspapers, or where it might be appropriate to include a name with a photograph, we would seek express written permission from parents/carers in advance.
- Visitors are asked not to use cameras or mobile phones at school. We do not permit visitors to take photographs of children, other than parents are organised school events.
- Events such as Sports Day, outings, Christmas and fundraising events may be recorded by video and photographs by staff and parent/carers but always in full view of all attending.
- Parents must not post photographs or video containing other children on social media websites. (See Policy above).