Community Inclusive Trust **Photography and Social Media Policy**

Social media and social networking sites play an important role in the lives of many people. We recognise that sites bring risks, but equally there are many benefits to be reaped. This policy gives clarity to regarding the use of social media by pupils, governors, visitors, parent helpers and school staff at CIT. It also provides guidance for parents.

This policy should be read in conjunction with the Acceptable Use of Internet Policy, Mobile Phone Policy, the Safeguarding Policy and the Behaviour Policy.

There are five key areas for this policy:

A. The use of social networking sites by pupils within school

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

C. Comments posted by Parents/Carers

D. Dealing with incidents of online bullying

E. The schools own social media accounts (for communicating information to Parents/Carers)

A. The use of social networking sites by pupils within school

Social Networking sites should not be used/accessed in school unless under the direction of a teacher and for a purpose clearly apparent from the learning objective of the relevant learning experience. If social media sites are used then staff should carry out a risk assessment to determine which tools are appropriate. Staff should also remember that the school's learning platform can perform many of the functions of a social networking site but in a safe online environment.

In terms of private use of social networking sites by a child it is generally understood that children under the age of 13 are not permitted to be registered, including Facebook and Instagram to name two. However it is also recognised that a number of children at our school will be using these sites with the full knowledge of their parents/carers whilst some will be using social networking sites without their parents/carers' knowledge. As a school we do not condone this but recognise the need for e-safety to permeate the curriculum in order to ensure that all children understand the dangers on implications of action taken online.

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

It is possible that a high proportion 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. Guidelines are issued to staff:

• Staff must never 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 Trust Board.

• Staff must not post information or opinions about CIT or pictures of school events.

• Staff must not use social networking sites within lesson times (for personal use).

• Staff should only use social networking in a way that does not conflict with the current National 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 'Guidance for Safer Working Practice for Adults who Work with Children and Young People'.

• Inappropriate use by staff should be referred to the Headteacher in the first instance and may lead to disciplinary action.

C. Comments posted by Parents/Carers

Parents and Carers will be made aware of their responsibilities regarding their use of social networking. School policies and documents provide further information regarding appropriate channels of communication and means of resolving differences of opinion. Effective communication following principles of mutual respect is the best means of ensuring the best learning experiences for the child.

• Parents must 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 make complaints through official school channels rather than posting them on social networking sites.

• Parents should not post malicious or fictitious comments on social networking sites about any member of the school community.

D. Dealing with incidents of online bullying/inappropriate use of social networking sites

The Anti-Bullying Policy sets out the processes and sanctions regarding any type of bullying

by a child on roll. In the case of inappropriate use of social networking by parents, the Trust Board will contact the parent asking them to remove such comments and seek redress through the appropriate channels such as the Complaints Policy and will send a letter. The Trust Board understands that, "There are circumstances in which police involvement is appropriate. These include where postings have a racist element or where violence is threatened or encouraged." Furthermore, "Laws of defamation and privacy still apply to the web and it is unlawful for statements to be written...which:

- expose (an individual) to hatred, ridicule or contempt
- cause (an individual) to be shunned or avoided
- lower (an individual's) standing in the estimation of right-thinking members of society
- disparage (an individual in their) business, trade, office or profession." (National Association of Headteachers)

As such, should the governors or trust board believe that police involvement is necessary then they will report online incidents to the police.

E. The schools own social media accounts (for communicating information to Parents/Carers)

Whilst we produce a termly newsletter for Parents/Carers, as a school, we are able to relay information and updates immediately to many more members of the school community through the use of social media. As such the school has both a Twitter and a Facebook account. These accounts are used in order to highlight activities that have happened at school, send messages regarding upcoming events, issue reminders and so on. In order to ensure that we are able to use this with limited risk we:

• Do not publish photos of pupils unless we have parental consent
• Ask parents to refrain from commenting in order that the Facebook updates do not become a discussion forum
• Ensure that we do not share data that may breach any data protection laws
• Have email updates of any comments made on the school page in order that any inappropriate comments may be deleted and the perpetrator blocked.

Photography Policy

Children have their photographs taken to provide evidence of their achievements for their development records. Staff, visitors, volunteers and students are not permitted to use their own mobile phones to take or record any images of school children for their own records during the school day.

Procedures

• Under the data protection act of 1998 school must seek parental consent to take photographs and use video recorders. Photographs will be stored on the school network which is only accessible through school computers which are password protected to specific users.
• The school's digital cameras must not leave the school setting (unless on an educational visit or school event/fixture).
• Photographs of children may be taken and used in accordance with parental consent obtained via the Media Permission Form.
• 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).
• Many mobile phones have inbuilt cameras so staff mobile phones must not be used to take pictures of children in our school.
• All school cameras and videos should be kept securely at all times and used with appropriate authority.
• The senior member of staff at school will remind Parents/Carers of the rules regarding photos with children other than their own visible prior to all school performances. This policy will form part of the induction for all staff annually (each September) and will be shared with new staff who join during the academic year.

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