



Biddick

Academy

<i>Name of Policy</i>	Social Media for Parents / Carers, Students and the Wider Community
<i>Aims of Policy</i>	<ul style="list-style-type: none">• To provide Parents / Carers, students and the wider community with information on expectations regarding social media• To ensure a consistent approach to social media across the Academy• To set out the legal risks associated with social media use• To ensure students do not compromise their personal security• To clarify the expectations of students using social media in an individual personal capacity• To signpost Parents / Carers and students to resources which will support them
<i>Date Valid</i>	February 2020 – February 2023
<i>Date of Approval</i>	February 2020 - Headteacher February 2020 – Full Trustee Board
<i>Next Review and Approval Date</i>	February 2023
<i>Responsibility for Review</i>	Deputy Headteacher

Introduction

The internet provides a range of social media tools that allow users to interact with one another; from rediscovering friends on social networking sites such as Facebook to keeping up with other people's lives on Twitter and maintaining pages on internet encyclopaedias such as Wikipedia.

While recognising the benefits of this medium for new opportunities of communication, this policy sets out the principles that Parents / Carers, students and the wider school community are expected to follow when using social media.

It is crucial that all stakeholders in Biddick Academy, including students, parents, staff and the public at large have confidence in the Academy. The principles set out in this policy are designed to ensure that the use of social media is responsibly undertaken, and that confidentiality of students and staff and the reputation of the Academy are safeguarded.

All members of the Academy community must be conscious at all times of the need to keep their personal and professional lives separate.

Scope

This policy applies to students of Biddick Academy, their Parents / Carers and the wider Academy community.

Under no circumstances may Biddick Academy logos, crests, typefaces or brands be used or published on any personal web space or on any online or offline medium without prior consent.

This policy covers personal use of social media as well as the use of social media for official Academy purposes, including sites hosted and maintained on behalf of the Academy.

This policy applies to personal web space such as social networking sites (for example Facebook, MySpace, Instagram, SnapChat), blogs, microblogs such as Twitter, chatrooms, forums, podcasts, open access online encyclopaedia such as Wikipedia, social bookmarking sites such as del.icio.us and content sharing sites such as flickr and YouTube.

The internet is a fast moving technology and it is impossible to cover all circumstances or emerging media – the principles set out in this policy must be followed irrespective of the medium.

Principles

- Users should be conscious at all times of the need to keep their personal and school lives separate.
- Users should not engage in activities involving social media which might bring Biddick Academy into disrepute
- Users should not represent their personal views as those of Biddick Academy on any social medium
- Users should not discuss personal information about other students, Biddick Academy and the wider community they interact with on any social media
- Users should not use social media and the internet in any way to attack, insult, abuse or defame students, their family members teachers, other staff, other professionals, other organisations or Biddick Academy

Personal use of Social Media

Students and members of the wider school community should not identify themselves as members of Biddick Academy in their personal web space. This is to prevent information being linked with the Academy and to safeguard the privacy of staff members, students, parents / carers and the wider school community.

Students should not have contact through any personal social medium with any member of the staff, unless the staff concerned are family members.

If students and members of the wider school community wish to communicate with staff they should do so through official school sites created for this purpose.

Information that students and members of the wider school community have access to as part of their involvement with Biddick Academy, including personal information should not be discussed on their personal web space.

We advise that school email addresses should not be used for setting up personal social media accounts or to communicate through such media.

Students, parents / carers and members of the wider community are strongly advised to ensure that they set the privacy levels of their personal sites as strictly as they can and to opt out of public listings on social networking sites to protect their own privacy. Passwords should be kept confidential, change them often and be careful about what is posted online.

Students, parents / carers and members of the wider community should not post images or videos from Academy events on any public social media site. Images or videos taken at school events, when such permission has been granted by the school, are for the sole and private use of that individual.

Inappropriate use of social networking sites by parents

Although social networking sites may appear to be the quickest and easiest ways to express frustrations or concerns, it is rarely appropriate to do so. Other channels, such as private and confidential discussion are most appropriate.

The Academy considers the following examples to be inappropriate uses of social networking sites:

- Making allegations about students at the Academy / On line bullying
- Making complaints about the Academy / staff at the Academy
- Posting negative / offensive comments about specific students / staff at the Academy
- Posting racist comments
- Posting comments which threaten violence

The Academy will always try to deal with concerns raised by parents / carers in a professional and appropriate manner and understands that parents / carers may not always realise when they have used social networking sites inappropriately. Therefore, as a first step, the Academy will usually discuss the matter with the parent / carer to try and resolve the matter and to ask that the relevant information be removed from the social networking site in question. If the parent refuses to do this and continues to use social networking sites in a manner the Academy considers inappropriate, the Academy will consider taking the following action:

- Take legal advice and / or legal action where the information posted is defamatory in anyway or if the circumstance warrant this

- Set out the Academy's concerns to you in writing, giving you a warning and requesting that the material in question is removed
- Contact the police where the Academy feels it is appropriate – for example, if it considers a crime (such as harassment) has been committed; or in cases where the posting has a racial or homophobic element, is considered to be grossly obscene or is threatening violence
- Take other legal action against the individual

Monitoring of Internet use

Biddick Academy monitors usage of its internet, online content, online services and email services without prior notification or authorisation from users.

Users of Biddick Academy email and internet services should have no expectation of privacy in anything they create, store, send or receive using the school's ICT system.

Breaches of this policy

Any breach of this policy that leads to a breach of confidentiality, defamation or damage to the reputation of Biddick Academy or any illegal acts or acts that render Biddick Academy liable to third parties may result in legal action, disciplinary action or sanctions in line with published Academy policies for students.

Where parents / carers or students are found to have breached this policy the Headteacher or Trustees will meet with the parents to remind them of the policy. Following this meeting a decision will be made as to what further course of action might be taken, which may include legal action where there has been damage to the Academy, individuals or the Academy's reputation.

Safe Social Media Usage

<http://www.staysafeonline.org>

<http://www.childline.org.uk>

<http://www.getsafeonline.org>

<http://www.bbc.co.uk>