

Policy Document for: Social Media



Respect Achievement – Achieve Respect

| Agreed | Head Teacher | Chair of Governors | Review |
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YSGOL OWEN JONES

Ysgol Owen Jones **Social Media Policy**

Ysgol Owen Jones understands the importance of teachers, students and parents engaging, collaborating, learning, and sharing in the fast-moving world of the Internet and social media such services as Twitter and blogs, and many other online tools through which people connect and share information. With this in mind, Ysgol Owen Jones has developed the following guidelines to provide direction for employees and parents.

The programme 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 safely and responsibly. 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 programme.

Social networking applications include, but are not limited to:

- Blogs, for example our programme website blogs
- Collaborative spaces, such as Facebook
- Media sharing services, for example YouTube and Vimeo ‘Micro-blogging’ applications, for example Twitter

Facebook is targeted at older teenagers and adults. They have a no under 13 registration policy and therefore the school does not directly use facebook.

The Parents Teachers Association however makes use of facebook to communicate events and information with adults and it is not attended for the pupils.

Cyber Bullying

By adopting the recommended no use of social networking sites on school premises unless under the teacher's guidance for the school twitter account, Ysgol Owen Jones protects themselves from accusations of complicity in any cyber bullying through the provision of access.

Parents should be clearly aware of the programmes 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 but we will do what we can to investigate any problems and we will to such guidance including the following websites.

<http://www.connectsafely.org/>

<http://www.stopbullyingnow.hrsa.gov/>

<http://www.ncpc.org/cyberbullying>

Twitter

Understanding Twitter

Twitter is a communications platform that is small bursts of information called Tweets. Each Tweet is 140 characters long. You can also get links, see photos, videos, news stories and participate in conversations all directly in Tweets. It is important to note that what you say on Twitter may be viewed all around the world instantly.

We use Twitter at Ysgol Owen Jones to communicate with parents and community members; to display good practice and learning & progress we are really proud of.

We will never place a child's picture on our Twitter account without parental permission and we will never name a child's image on Twitter.

The Internet is a great resource, but it's important for our pupils to be aware of the challenges and issues that can occur online. At Ysgol Owen Jones, we **do not** recommend that our pupils create their own accounts and will only allow pupils to tweet alongside the teacher on the class iPads. Twitter accounts can be opened at the age of 10, however, they are now recognising the need to age screen so that adult brands may screen for age to check suitability.

BLOGS

Our school website has a blogging capability that may allow children and teachers to blog about their learning. We will **NEVER** place a child's image online without parental permission and we will **NEVER** name the image.

Discussion forums

There are many forums which help to promote learning. At Ysgol Owen Jones, we would never allow the children to add any personal information about themselves. They will be taught about Internet safety prior to ever using a discussion forum. With this example, the teacher may pose a question and open a 'discussion room' for the class which only they will add to as only they will have the address. This would be done under teacher and teaching assistant supervision.

PARENTS

Parents should expect communication from teachers prior to their child's involvement in any project using online social media applications, i.e., blogs, wikis, podcast, etc.

1. Parents will be asked to sign a consent form for pupils prior to teachers setting up social media activities for classroom use. This will be a one off consent form and will last for the duration of the child's education through Ysgol Owen Jones.
2. Parents will not attempt to destroy or harm any information online.

3. Parents will not use classroom social media sites for any illegal activity, including violation of data privacy laws.
4. Parents are highly encouraged to read and/or participate in social media projects.
5. Parents should not distribute any information that might be deemed personal about other students participating in the social media project.
6. Parents should not upload or include any information that does not also meet the student guidelines above.
7. Parents should avoid posting any personal messages about themselves or anything that may bring the name of school into disrepute. There are clear guidelines for any issues parents may have with school and therefore, any instances may involve the school seeking a prosecution.

The School has an active E-Cadets committee who advise pupils on the correct way to use social media. Pupils are encouraged to communicate any concerns regarding social media with the E-Cadets.