

LION HOUSE SCHOOL

SOCIAL MEDIA POLICY

GENERAL STATEMENT

The wide spread availability and use of social media applications brings opportunities to understand, engage and communicate in new and exciting ways. It is important that we use these technologies and services effectively and flexibly. However, it is also important to ensure that we balance this with our duties to the school. The community, our legal responsibilities and our reputation.

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

The policy requirements of this document aim to provide this balance to support innovation whilst providing a framework for good practice. They apply to all members of the school community.

The purpose of this policy is to:

- Protect the school from legal risks
- Ensure the reputation of the school and staff is protected
- Safeguard all children
- Ensure that any users are able to distinguish where information provided via social media is legitimately representative of the school

Definitions and Scope

Definitions for this policy include social networking applications such as the school website, Facebook, Twitter and blogs.

All members of staff should bear in mind that information they share through social networking applications are subject to copyright, data protection and Freedom of Information legislation, the Safeguarding Vulnerable Groups Act 2006 and other relevant legislation. They must also operate in line with the school policies on Equal Opportunities, Child Protection and ICT.

This policy is for school-sanctioned social media for the promotion of school activities and events.

Use of Social Media in practice

Personal use of social media

- If any member of staff is aware of any inappropriate communication involving any child in any social media they must be immediately report it to the Child Protection Officer
- Members of the school staff are strongly advised to set all privacy settings to the highest possible levels on all personal social media accounts
- Staff are advised to avoid posts or comments that refer to specific individual matters that relate to the school and members of its community on any social media accounts
- Staff are also advised to consider the reputation of the school in any posts or comments related to the school community on any social media account

- Staff should not accept any current pupil of any age or any ex pupil under the age of 18 as a friend, follower, subscriber or similar on any personal media account
- Staff members need to be professional, responsible and respectful when using social media
- Staff must be conscious at all times of the need to keep their personal and professional lives separate. They should not put themselves in a position where there is a conflict between their work at LHS and personal interests
- Staff must not engage in activities involving social media which might bring LHS into disrepute
- Staff must not represent their personal views as those of LHS on any social medium
- Staff must not discuss personal information about young people and other professionals they interact with as part of their job on social media. They must also not make reference to their day to day work at LHS or give any details about their roles which identify LHS as their place of work as this is a breach of confidentiality
- Staff must not use social media and the internet in any way to attack, insult, abuse or defame young people, their family members, colleagues, other professionals or other organisations
- Staff members must at all times act in the best interests of children and young people when creating, participating in or contributing content to social media sites

School sanctioned use of social media

- Staff members participating in social media for work purposes are expected to demonstrate the same high standards of behaviour as when using other media
- Prior to creating a site, careful consideration must be given to the purposes for using social media and whether the overall investment is likely to be worthwhile for achieving the proposed outcome
- The proposed audience and level of interactive engagement with the site, for example whether pupils, school staff or parents who wish to contribute content to the site, must firstly liaise with the school's Social Media Manager
- The Principal must take overall responsibility to ensure that enough resources are provided to keep the site refreshed and relevant
- There must be a careful exit strategy and a clear plan from the outset about how long the site will last. It must not be neglected, creating a potential risk to the school's brand and image
- Consideration must also be given to how the success of the site will be evaluated to assess whether the site has achieved the proposed objectives
- The LHS Facebook page will clearly state the following:
 - ***Any personal information will be removed for privacy reasons***
 - Bullying or intimidating comments will not be tolerated***
 - Bad language or anything offensive will be removed***
 - Advertising businesses or other Facebook pages are not permitted and will be removed***
 - All posts on the Facebook timeline are automatically hidden to allow us to monitor comments in line with these tips. We monitor the site from 8am-5pm on weekdays so please be patient with us if we don't respond immediately.***

This Statement will be reviewed annually

Spring Term 2016	by	HJ Luard K. Monro	Created
Spring Term 2017	by	HJ Luard	No changes
Next review due		Spring Term 2018	