SHANKLEA PRIMARY SCHOOL

Staff Social Networking
Acceptable Use Policy

Policy Control Details			
Date policy approved:	September 2017		
Prepared by:	Senior Leadership Team	Signature	Date
Approved for issue by:	Gareth Pearson	Signature	Date
Review period:	1 year		
Review required by:	September 2018		
Responsibility for review:	Performance Improvement Committee		

Staff Social Networking Acceptable Use Policy

This policy is intended for use by staff running official school social media accounts, specifically Twitter, to keep parents informed when their child is on a residential trip.

1. As part of the school's drive to encourage safe and appropriate behaviour in the use of today's technology, I will support the school's approach to online safety (e-Safety). I am aware that Twitter is a public and global communication tool and that any content posted may reflect on the school, its reputation and services. I will not use Twitter to express any personal opinions or create, transmit, display, publish or forward any material that is likely to harass, cause offence, inconvenience or needless anxiety to any other person, or anything which could bring the school into disrepute.

2. I will not disclose information, make commitments or engage in activities on behalf of the school without authorisation from the school Designated Safeguarding Lead, Mrs Helen Brown, and/or the Online Safety Co-ordinator, Mrs Laura Greenwood. The head teacher retains the right to remove or approve content posted on behalf of the school.

3. I will ensure that any content posted abides by copyright and intellectual property rights, child protection legislation, privacy and data protection law and other relevant civil and criminal legislation.

4. I will follow the school's policy regarding confidentiality and data protection/use of images. This means I will ensure that the school has written permission from parents/carers before using images or videos which include any members of the school community. Any images of pupils will be taken on school equipment, by the school and in accordance with the school image policy. Images which include pupils will only be uploaded by the school. These will be for the sole purpose of inclusion on Twitter and will not be forwarded to any other person or organisation.

5. I will promote online safety (e-Safety) in the use of Twitter and will help to develop a responsible attitude to safety online and to the content that is accessed or created. I will ensure that the communication has been appropriately risk assessed and approved by a member of senior leadership team/ Designated Safeguarding Lead/head teacher prior to use.

6. I will set up a specific account/profile using a school provided email address to administrate the account, site or page and I will use a strong password to secure the account. Personal social networking accounts or email addresses are not to be used. The school Designated Safeguarding Lead, Mrs Helen Brown, will have full admin rights to the account.

7. Where it believes unauthorised and/or inappropriate use of Twitter or unacceptable or inappropriate behaviour may be taking place, the school will exercise the right to ask for the content to be deleted or deactivated.

8. I will ensure that the content and channel is suitable for the audience and will be sensitive in the tone of language used and will ensure content is written in accessible plain English.

9. I will report any accidental access or receipt of inappropriate materials or inappropriate comments to the head teacher/Designated Safeguarding Lead urgently.

10. I will ensure that the Twitter site/page is moderated on a regular basis as agreed with the school Designated Safeguarding Lead.

11. I have read and understood the school online safety (e-Safety) policy which covers the requirements for safe ICT use, including using appropriate devices and the safe use of social media. I have ensured that the site has been suitably risk assessed and this use has been agreed by the head teacher.

12. If I have any queries or questions regarding safe and acceptable practise online I will raise them with the Designated Safeguarding Lead, Mrs Helen Brown, or the Online Safety Co-ordinator, Mrs Laura Greenwood.

I have read and understood and agree to comply with the Staff Social Networking Acceptable Use Policy.

Signed: …….. Print Name: …… Date: ……

Accepted by: …….. Print Name: ……..