



THE ST. BART'S ACADEMY

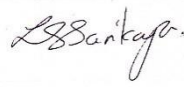
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Social Media Policy

February 2023

The St. Bart's Academy Trust

Social Media Policy

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Approved by Trust Board:		Lisa Sarikaya Chief Executive Officer
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Statement of intent

St. Bart's Multi-Academy Trust understands that social media is a growing part of life outside of school. We have a responsibility to safeguard our pupils against potential dangers when accessing the internet at school, and to educate our pupils about how to protect themselves online when outside of school.

We are committed to:

- Encouraging the responsible use of social media by all staff, parents and pupils in support of the Trust's mission, values and objectives.
- Protecting our pupils from the dangers of social media.
- Preventing and avoiding damage to the reputation of the Trust through irresponsible use of social media.
- Protecting our staff from cyberbullying and potentially career damaging behaviour.

1. Legal framework

This policy has due regard to all relevant legislation and statutory guidance including, but not limited to, the following:

- DfE (2018) 'Data protection: a toolkit for schools'
- The UK General Data Protection Regulation (UK GDPR)
- The Data Protection Act 2018
- The Computer Misuse Act 1990, amended by the Police and Justice Act 2006
- The Freedom of Information Act 2000
- The Safeguarding Vulnerable Groups Act 2006
- Equality Act 2010
- DfE (2022) 'Keeping children safe in education 2022'

2. Roles and responsibilities

The **Principal** is responsible for:

- The overall implementation of this policy and ensuring that all staff, parents and pupils are aware of their responsibilities in relation to social media use.
- Promoting safer working practices and standards with regards to the use of social media.
- Establishing clear expectations of behaviour for social media use.
- Ensuring that this policy, as written, does not discriminate on any grounds, including against any of the protected characteristics, as outlined in the Equality Act 2010.
- In conjunction with the local governing committee, handling complaints regarding this policy and its provisions in line with the academy Complaints Procedures Policy.
- Implementing appropriate sanctions and disciplinary methods where there is a breach of this policy.
- Taking steps to minimise the amount of misplaced or malicious allegations in relation to social media use.
- Ensuring appropriate security measures are implemented and compliance with UK GDPR.
- Appointing a competent Communications Officer to oversee all school-run social media accounts.

The **local governing committee** is responsible for:

- Ensuring the Designated Safeguarding Lead's responsibilities include online safety.
- Reviewing this policy on an annual basis.
- Ensuring their own knowledge of online safety issues is up-to-date.
- Ensuring all staff undergo safeguarding and child protection training, including online safety, at induction and on a regular basis thereafter

Staff members are responsible for:

- Adhering to the principles outlined in this policy and the Acceptable Use Policy.

- Ensuring pupils adhere to the principles outlined in this policy and that it is implemented fairly and consistently in the classroom.
- Reporting any social media misuse by staff, pupils or parents to the Principal immediately.
- Attending any training on social media use offered by the academy.

Parents are responsible for:

- Adhering to the principles outlined in this policy
- Taking appropriate responsibility for their use of social media and the influence on their children at home.
- Promoting safe social media behaviour for both themselves and their children.
- Not engaging in activities involving social media which might bring the academy into disrepute.
- Not representing their personal views as those of the academy on any social medium.
- Acting in the best interests of pupils when creating, participating in or contributing to social media sites.

Pupils are responsible for:

- Adhering to the principles outlined in this policy and the academy Behaviour Policy.
- Ensuring they understand how to use social media appropriately and stay safe online.
- Seeking help from academy staff if they are concerned about something they or a peer have experienced online.
- Reporting online safety incidents and concerns in line with the procedures within this policy.
- Demonstrating the same high standards of behaviour outside of the academy and when online as expected within the academy.

The **communications officer** is responsible for:

- Monitoring and reviewing all academy-run social media accounts.
- Vetting and approving individuals who wish to be 'friends' or 'followers' on the academy's social media platforms.
- Maintaining a log of inappropriate comments or abuse relating to the academy.
- Handling inappropriate comments or abuse posted on the academy's social media accounts, or regarding the academy.
- Ensuring that enough resources are provided to keep the content of the social media accounts up-to-date and relevant.

ICT technicians are responsible for:

- Providing technical support in the development and implementation of the academy's social media accounts.
- Implementing appropriate security measures as directed by the Principal.
- Ensuring that the academy's filtering and monitoring systems are updated as appropriate.

3. Definitions

For the purpose of this policy, the academy defines "**social media**" as any online platform that offers real-time interaction between the user and other individuals or groups including, but not limited to, the following:

- Blogs
- Online discussion forums, such as NetMums
- Collaborative spaces, such as Facebook
- Media-sharing devices, such as YouTube
- Micro-blogging' applications, such as Twitter

For the purpose of this policy, “**cyberbullying**” is defined as any social media or communication technology intentionally used to bully an individual or group, including the posting or sharing of messages, images or videos.

For the purpose of this policy, “**members of the academy community**” are defined as any teacher, member of support staff, pupil, parent of a pupil, governor or ex-pupil.

4. Data protection principles

The academy will obtain consent from parents / carers when the pupil is registered at the academy using the photography and video parental consent form, (see Photography and Images Policy) which will confirm whether or not consent is given for posting images and videos of a pupil on social media platforms. The consent will be valid for the period the pupil is registered at the academy. Consent provided for the use of images and videos only applies to academy accounts – staff, pupils and parents are not permitted to post any imagery or videos on personal accounts.

A record of consent is maintained in the academy office and recorded on Arbor throughout the period the pupil is registered at the academy.

Parents are able to withdraw or amend their consent at any time. To do so, parents must inform the academy in writing. Where parents withdraw or amend their consent, it will not affect the processing of any images or videos prior to when consent was withdrawn or amended. Processing will cease in line with parents' requirements following this. Wherever it is reasonably practicable to do so, the academy will take measures to remove any posts before consent was withdrawn or amended, such as removing an image from a social media site.

Consent can be provided for certain principles only, for example only images of a pupil are permitted to be posted, and not videos. This will be made explicitly clear on the consent form provided. The academy will only post images and videos of pupils for whom consent has been received.

Only academy-owned devices will be used to take images and videos of the academy community, which have been pre-approved by the Principal for use. Only appropriate images and videos of pupils will be posted in which they are suitably dressed, i.e. it would not be suitable to display an image of a pupil in swimwear.

When posting on social media, the academy will use group or class images or videos with general labels, e.g. 'sports day'.

When posting images and videos of pupils, the academy will apply, when necessary, data minimisation techniques, such as pseudonymisation (blurring a photograph), to reduce the risk of a pupil being identified. The academy will not post pupils' personal details on social media platforms and pupils' full names will never be used alongside any videos or images in which they are present.

Before posting on social media, staff will:

- Refer to Arbor / the academy office to ensure consent has been received for that pupil and for the exact processing activities required.
- Ensure that there is no additional identifying information relating to a pupil.

Any breaches of the data protection principles will be handled in accordance with the academy Data and Cyber-security Breach Prevention and Management Plan.

5. Staff social media use

5.1. Academy accounts

The academy's social media sites will only be created and monitored by the communications officer and other designated staff members. There will be a strong pedagogical or business reason for the creation of social media accounts on behalf of the academy; official academy profiles and accounts will not be created for trivial reasons.

An academy social media account will be entirely separate from any personal social media accounts held by staff members and will be linked to an official academy email account.

Consideration will be given to the following aspects:

- The purpose for using social media
- Whether the overall investment will achieve the pedagogical aim
- The level of interactive engagement with the site
- Whether staff, parents or members of the public will be able to contribute content to the account
- How much time and effort staff members are willing to commit to the proposed site
- A clear plan which outlines aspects such as how long the site will last
- How the success of the site will be evaluated

Academy social media passwords are maintained by the **Principal and Communication Officer** – these are not shared with any unauthorised persons, unless otherwise permitted by the Principal. Staff will adhere to the data protection principles outlined in **section 4** of this policy at all times.

Staff will ensure any posts are positive in nature and relevant to pupils, the work of staff, the academy or any achievements. Staff will not post any content online which is damaging to the academy or any of its staff or pupils.

All content expressed on academy social media accounts will not breach copyright, data protection or freedom of information legislation.

The academy's social media accounts will comply with site rules at all times. It will be noted that each networking site has their own rules which must be followed – the Principal / Designated Safeguarding Lead will induct staff to each new social media platform, providing them with the relevant training and information.

5.2. Personal accounts

Staff members will not access social media platforms during lesson times, but they are permitted to use social media during break times. Staff will avoid using social media in front of pupils.

Staff members will not use any academy-owned mobile devices to access personal accounts, unless it is beneficial to the material being taught. Prior permission will be sought from the Principal. Staff are not permitted to use the school's Wi-Fi network to access personal accounts, unless otherwise permitted by the Principal.

Staff will not 'friend', 'follow' or otherwise contact pupils or parents through their personal social media accounts. If pupils or parents attempt to 'friend' or 'follow' a staff member, they will report this to the Principal.

Staff members will not provide their home address, phone number, mobile number, social networking details or email addresses to pupils or parents – any contact with pupils or parents will be done through authorised academy contact channels. Staff members will use their academy email address for academy business and personal email address for their private correspondence; the two should not be mixed.

Staff members will ensure the necessary privacy controls are applied to personal accounts and will avoid identifying themselves as an employee of the academy on their personal social media accounts. Where staff members use social media in a personal capacity, they will ensure it is clear that views are personal and are not those of the academy.

No staff member will post any content online that is damaging to the academy or any of its staff or pupils. Staff members will not post any information which could identify a pupil, class or the academy – this includes any images, videos and personal information. Staff will not take any posts, images or videos from social media that belong to the academy for their own personal use. Staff members will not post anonymously or under an alias to evade the guidance given in this policy.

Breaches of this policy by members of staff will be taken seriously, and in the event of illegal, defamatory or discriminatory content, could lead to prosecution, disciplinary action or dismissal. Members of staff will be aware that if their out-of-work activity brings the academy into disrepute, disciplinary action will be taken.

Attempts to bully, coerce or manipulate members of the academy community via social media by members of staff will be dealt with as a disciplinary matter.

Social media will not be used as a platform to attack, insult, abuse or defame pupils, their family members, colleagues or other professionals.

Staff members' personal information will not be discussed on social media.

6. Parent social media use

Parents are able to comment on or respond to information shared via social media sites; however, parents should do so in a way which does not damage the reputation of the academy.

Parents should not share any photos or personal details of pupils when commenting on academy social media sites, nor post comments concerning other pupils or staff members.

Any parents that are seen to be breaching the guidance in this policy will be required to attend a meeting with the Principal or senior member of staff, and may have their ability to interact with the social media websites removed.

Breaches of this policy will be taken seriously, and in the event of illegal, defamatory or discriminatory content could lead to prosecution.

7. Pupil social media use

Pupils are instructed not to sign up to any social media sites that have an age restriction above the pupil's age.

Pupils will not access social media the school day. Pupils are not permitted to use the academy's Wi-Fi network to access any social media platforms.

Pupils will not attempt to 'friend', 'follow' or otherwise contact members of staff through their personal social media accounts. Pupils are only permitted to be affiliates of academy social media accounts. Where a pupil or

parent attempts to “friend” or ‘follow’ a staff member on their personal account, it will be reported to the principal.

Pupils will not post any content online which is damaging to the academy or any of its staff or pupils. Pupils will not post anonymously or under an alias to evade the guidance given in this policy.

If inappropriate content is accessed online on academy premises, it will be reported to a teacher.

Breaches of this policy will be taken seriously, and in the event of illegal, defamatory or discriminatory content, could lead to exclusion.

8. Online safety

Any disclosures made by pupils to staff about online abuse, harassment or exploitation, whether they are the victim or disclosing on behalf of another child, will be handled in line with the Child Protection and Safeguarding Policy.

Concerns regarding a staff member’s online behaviour will be reported to the Principal, who will decide on the best course of action in line with the relevant policies, e.g. the Staff Code of Conduct, Allegations of Abuse Against Staff Policy, and Disciplinary Policy and Procedures. If the concern is about the Principal, it will be reported to the chair of governors.

Concerns regarding a pupil’s online behaviour will be reported to the DSL, who will investigate any concerns with relevant staff members, e.g. the Principal and ICT technicians, and manage concerns in accordance with relevant policies depending on their nature, e.g. the Behaviour Policy and Child Protection and Safeguarding Policy.

Where there is a concern that illegal activity has taken place, the principal will contact the police. The academy will avoid unnecessarily criminalising pupils, e.g. calling the police, where criminal behaviour is thought to be inadvertent and as a result of ignorance or normal developmental curiosity, e.g. a pupil has taken and distributed indecent imagery of themselves. The DSL will decide in which cases this response is appropriate and will manage such cases in line with the Child Protection and Safeguarding Policy.

As part of the usual communication with parents, the academy will reinforce the importance of pupils being safe online. The academy will also make it clear to parents what their children are being asked to do online for education purposes.

9. Blocked content

In accordance with the academy Data and Cyber-security Breach Prevention and Management Plan, firewalls are installed on the academy’s network to prevent access to certain websites. The following social media websites are not accessible on the academy’s curriculum (pupil) network:

- Twitter
- Facebook
- Instagram

The Principal retains the right to monitor staff and pupil access to websites when using the academy’s network and on academy-owned devices.

Attempts made to circumvent the network’s firewalls will result in a ban from using academy computing equipment, other than with close supervision.

Inappropriate content accessed on the academy's computers will be reported to the Principal and / or Designated Safeguarding Lead so that the site can be blocked.

10. Cyberbullying

Cyberbullying incidents are taken seriously at St. Bart's Multi-Academy Trust. Any reports of cyberbullying on social media platforms by pupils will be handled in accordance with the Anti-bullying Policy and /or in line with the academy Child Protection and Safeguarding Policy.

Cyberbullying against pupils or staff is not tolerated under any circumstances. Incidents of cyberbullying are dealt with quickly and effectively wherever they occur in line with the Anti-bullying Policy and /or the academy Child Protection and Safeguarding Policy. Allegations of cyberbullying from staff members will be handled in accordance with the Allegations of Abuse Against Staff Policy.

11. Training

The academy recognises that early intervention can protect pupils who may be at risk of cyberbullying or negative social media behaviour. As such, teachers will receive training in identifying potentially at-risk pupils. Teachers and support staff will receive training on social media as part of their new starter induction. Teachers and support staff will receive regular and ongoing training as part of their development.

Pupils will be educated about online safety and appropriate social media use on a termly basis through a variety of mediums, including assemblies, PSHE lessons and cross-curricular links. Pupils will be provided with material to reinforce their knowledge.

Training for all pupils, staff and parents will be refreshed in light of any significant incidents or changes.

12. Monitoring and review

This policy will be reviewed on an annual basis by the Trust.



The St. Bart's Academy Trust

Consent Form – Photography and Videos

Academy:	
Child's Name:	
Year Group:	

Why do we need your consent?

We request the consent of parents when their child is enrolled at the academy to use images and videos of their child for a variety of different purposes.

Without your consent, the academy will not use images and videos of your child. Similarly, if there are only certain conditions under which you would like images and videos of your child to be used, the academy will abide by the conditions you outline in this form.

Why do we use images and videos of your child?

We use images and videos of pupils as part of academy displays to celebrate academy life and pupils' achievements; to promote the academy on social media and on the academy website; and for other publicity purposes in printed publications, such as newspapers.

Where the academy uses images of individual pupils, the name of the pupil will not be disclosed. Where an individual pupil is named in a written publication, a photograph of the pupil will not be used to accompany the text.

If, for example, a pupil has won an award and their parent would like their name to be published alongside their image, separate consent will be obtained prior to this.

We may take images or videos of individual pupils and groups of pupils to use on social media, the academy website, in academy prospectuses and other printed publications, such as a newsletter.

Who else uses images and videos of your child?

It is common that the academy is visited by local media and press, who take images or videos of events, such as sports days or performances. Pupils will appear in these images and videos, and these may be published in local or national newspapers, or on approved websites.

What are the conditions of use?

- This consent form is valid for the time your child is enrolled as a pupil of the academy.
- It is the responsibility of parents to inform the academy, in writing, if consent needs to be withdrawn or amended.
- The academy will not use the personal details or full names of any pupil in an image or video, on our website, in our academy prospectuses or any other printed publications.
- The academy will not include personal emails, postal addresses, telephone numbers or fax numbers on images or videos on our website, in our academy prospectuses or any other printed publications.
- The academy may use pictures of pupils and teachers that have been drawn by pupils.
- The academy may use work created by pupils.
- The academy may use group or class images or videos with general labels, e.g. 'sports day'.
- The academy will only use images and videos of pupils who are suitably dressed, i.e. it would not be suitable to display an image of a pupil in swimwear.
- The academy will take images of your child including whole class/academy photographs which are available to purchase annually by parents.

Providing your consent

Please read the following conditions thoroughly and provide your consent as appropriate by ticking either 'Yes' or 'No' for each criteria.

The academy will **only** publish images and videos of your child for the conditions that you provide consent for.

I provide consent to:	Yes	No
the academy photographing my child.	<input type="checkbox"/>	<input type="checkbox"/>
the academy videoing my child.	<input type="checkbox"/>	<input type="checkbox"/>
my child being included in class/whole academy photographs/videos	<input type="checkbox"/>	<input type="checkbox"/>
my child being included in official academy images, whole class/academy photographs/videos and for these to be made available, on occasion, to parents to purchase.	<input type="checkbox"/>	<input type="checkbox"/>
the academy using images of my child on the academy website.	<input type="checkbox"/>	<input type="checkbox"/>
the academy using videos of my child on the academy website.	<input type="checkbox"/>	<input type="checkbox"/>
the academy using images of my child on social media, including the following: Twitter/Facebook/Instagram	<input type="checkbox"/>	<input type="checkbox"/>
the academy using videos of my child on social media, including the following: Twitter/Facebook/Instagram	<input type="checkbox"/>	<input type="checkbox"/>
the local media using images of my child to publicise academy events and activities.	<input type="checkbox"/>	<input type="checkbox"/>
the local media using videos of my child to publicise academy events and activities.	<input type="checkbox"/>	<input type="checkbox"/>
the academy using images of my child in marketing material, e.g. in the school brochure/prospectus.	<input type="checkbox"/>	<input type="checkbox"/>
the academy sharing my child's data with an academy-appointed external photography company for official academy images. This includes the following: Name/Class.	<input type="checkbox"/>	<input type="checkbox"/>

Refreshing your consent

- This form is valid for the entire time your child is a pupil of this academy.

Consent will be refreshed where any changes to circumstances occur – this can include, but is not limited to, the following:

- New requirements for consent, e.g. an additional social media account being used to share pupil images and videos
- Changes to a pupil's circumstances, e.g. safeguarding requirements mean a pupil's image cannot be used
- Changes to parental consent, e.g. amending the provisions for which consent has been provided for

Where you would like to amend the provisions for which consent has been provided, you must submit your request in writing to the Principal. A new form will be supplied to you to amend your consent accordingly and provide a signature.

Withdrawing your consent

Parents have the right to withdraw their consent at any time. Withdrawing your consent will not affect any images or videos that have been shared prior to withdrawal.

If you would like to withdraw your consent, you must submit your request in writing to the Principal.

Declaration

I,		(name of parent/carer),	understand:
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- Why my consent is required.
- The reasons why the academy uses images and videos of my child.
- Which other organisations may use images and videos of my child.
- The conditions under which the academy uses images and videos of my child.
- I have provided my consent above as appropriate, and the academy will use images and videos of my child in line with my requirements.
- I will be required to re-provide consent where any circumstances change.
- I can amend or withdraw my consent at any time and must do so in writing to the school office.

Parent/Carer	Name		Date		
	Signature				
Do you have Parental Responsibility?		Yes	<input type="checkbox"/>	No	<input type="checkbox"/>

If you have any questions regarding this form, please do not hesitate to contact the academy office



THE ST. BART'S ACADEMY

— TRUST —

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