



St Comgall's Primary School, Bangor

Social Media Policy

Schedule for Developing, Monitoring and Reviewing Policy

Approval by the Board of Governors: _____ (June 2021)

The implementation of this Social Media policy will be monitored by: The Principal and the UICT Team.

Monitoring and reviewing: Annually, and as required following any change to ICT provision for staff or breach of the policy



Social Media Policy

This policy covers all individuals working employees within the school, including senior leaders, teaching staff, support staff (part-time and fixed-term employees), governors, casual cover staff, student teachers, volunteers and placement students (collectively referred to as **Staff** in this policy).

Third parties (pupils, parents and community) who have access to our electronic communication systems and equipment are also required to comply with this policy.

1. About this policy

- 1.1 This policy is in place to maintain its duty to safeguard pupils and minimise the risks to the reputation of the school, teachers and the wider community through use of social media.
- 1.2 This policy deals with the use of all forms of social media, including Facebook, LinkedIn, You Tube and Twitter, and all other social networking sites, internet postings and blogs. It applies to use of social media for school purposes as well as personal use that may affect the school in any way.
- 1.3 It applies to the use of social media for both work and personal purposes, whether during work hours or otherwise. The policy applies regardless of whether the social media is accessed using our IT facilities and equipment or equipment belonging to members of staff.
- 1.4 The policy deals with staff in connection with the use of social networking sites and ensure they do not make themselves vulnerable.
- 1.5 This policy does not form part of any employee's contract of employment and we may amend it at any time.

2. School use of social media

Staff setting up a school account should:

- 2.1 Staff setting up a school account should notify the E-Safety Coordinator and forward details (platform, staff in charge, shadow member of staff, intended audience) to be recorded and shared on the school's Gmail account (Appendix 1).
- 2.2 Record their details on the school's shadow system for school social media accounts i.e. a colleague who can access and edit posts.
- 2.3 Observe the age restrictions when using social media accounts with groups of pupils.
- 2.4 Share the login and password with another member of staff (e.g. E-Safety Coordinator)
- 2.5 Regularly monitor, update and manage content he/she has posted.



2.6 Ensure that all learners have read, understood and agreed to the AUP and E-Safety Policy before accessing and posting content via school social media accounts.

2.7 Report any online incidents (e.g. inappropriate behaviour or communication by pupils or another user) to the E-Safety Coordinator.

2.8 Ensure communication is professional and respectful in adherence with the statements in the E-Safety Policy.

2.9 Ensure passwords are of adequate strength and kept secure and that passwords are changed regularly.

2.10 Facebook groups and pages should not be set up using a personal account.

2.11 Be familiar with privacy settings and ensure that these are appropriate for both content and intended audience.

2.12 Consider the appropriateness of content given the age and capacity of the learners, and don't link, or attach potentially inappropriate content.

3. Personal / Private use of social media

Occasional personal use of social media during working hours is permitted so long as it does not involve unprofessional or inappropriate content, does not interfere with your employment responsibilities or productivity and complies with this policy

Staff are permitted to use social media for personal purposes, outside of school working hours only.

4. Guidelines for responsible use of social media

4.1 Staff must not post disparaging or defamatory statements about:

- (i) the School;
- (ii) current, past or prospective Staff as defined in this policy
- (iii) current, past or prospective pupils
- (iv) parents, carers or families of (iii)
- (v) the School's suppliers and services providers; and
- (vi) other affiliates and stakeholders.

4.2 Staff should also avoid social media communications that might be misconstrued in a way that could damage the School's reputation, even indirectly.

4.3 Be respectful to others when making any statement on social media and be aware that you are personally responsible for all communications which will be published on the internet for anyone to see.



4.4 If you disclose your affiliation with the School on your profile or in any social media postings, you must state that your views do not represent those of your employer. You should also ensure that your profile and any content you post are consistent with the professional image you present

4.5 Staff should not accept as a “friend” on social media any student currently enrolled as a pupil in the School or any past pupil under the age of 18. The exception to this is if the student is a family member. Staff should exercise their own discretion in this case.

4.6 Staff should ensure that their settings on social media are set in such a way that protects their privacy. This applies to all postings, photographs and images.

5. Prohibited use

5.1 You must avoid making any social media communications that could damage our reputation, even indirectly.

5.2 You must not use social media to defame or disparage School management, our staff or any third party; to harass, bully or unlawfully discriminate against staff or third parties; to make false or misleading statements; or to impersonate colleagues or third parties.

5.3 You must not express opinions on our behalf via social media, unless expressly authorised to do so.

5.4 You must not post comments about sensitive topics, such as our performance or pupil performance. You must not include School logos in any social media posting or in your profile on any social media.

5.5 Any misuse of social media should be reported to the E-Safety committee.

6. Breach of this policy

6.1 The School does not discourage staff from using social networking sites. However, breach of this policy may result in disciplinary action.

6.2 You may be required to remove any social media content that we consider to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.

6.3 If any instances of the inappropriate use of social networking sites are brought to the attention of the Principal, depending on the seriousness of the allegations, disciplinary action may be taken. If occasions arise that could be deemed to be online bullying or harassment, these will be dealt with in the same way.