



YSGOL CAPELULO
STAFF SOCIAL
MEDIA POLICY

Ysgol Capelulo Social Media Policy

Social media (e.g. Facebook, Twitter, and Instagram) is a broad term for any kind of online platform which enables people to directly interact with each other. However some games, for example Minecraft or World of Warcraft and video sharing platforms such as YouTube have social media elements to them.

Ysgol Capelulo recognises the numerous benefits and opportunities which a social media presence offers. Staff, parents and carers and learners are actively encouraged to find creative ways to use social media. However, there are some risks associated with social media use, especially around the issues of safeguarding, bullying and personal reputation. This policy aims to encourage the safe use of social media by Ysgol Capelulo its staff, parents and carers and learners.

Purpose of the policy

This policy is subject to Ysgol Capelulo's codes of conducts and acceptable use agreements. The purpose of this policy is to encourage good practice, to protect the school and its employees, and to promote the effective use of social media as part of the school activities.

This policy:

- Applies to all staff and to all online communications which directly or indirectly, represent the school
- Applies to such online communications posted at any time and from anywhere
- Encourages the safe and responsible use of social media through training and education
- Defines the monitoring of public social media activity relating to the school.

Ysgol Capelulo respects privacy and understands that staff and learners may use social media forums in their private lives. However, personal communications likely to have a negative impact on professional standards and/or Ysgol Capelulo's reputation are within the scope of this policy.

Personal communications which do not refer to or impact upon the school are outside the scope of this policy.

Digital communications with learners are also considered. Staff may use social media to communicate with learners via a school social media account, (e.g. Google classroom, Class Dojo, Seesaw), for teaching and learning purposes but must consider whether this is appropriate and consider the potential implications.

Organisational Control

Roles & Responsibilities

- ICT co-ordinator with support from Head teacher
 - Facilitating training and guidance on Social Media use
 - Developing and implementing the Social Media Policy
 - Taking a lead role in investigating any reported incidents
 - Making an initial assessment when an incident is reported and involving appropriate staff and external agencies as required.
- Head teacher and Vice-Chair of Governors
 - Store social media account details, including passwords securely
 - Monitor and contribute to the school social media account
- Staff
 - Know the contents of and ensure that any use of social media is carried out in line with this and other relevant policies.
 - Attend appropriate training
 - Regularly monitor, update and manage content he/she has posted via school accounts, i.e. Google Classroom, Class Dojo and Seesaw.
 - Add an appropriate disclaimer to personal accounts when naming Ysgol Capelulo

Managing accounts

- Process for creating new accounts

The Ysgol Capelulo community is encouraged to consider if a social media account will help them in their work. Anyone wishing to create such an account must present a business case to the Head teacher and ICT Co-ordinator which cover the following points:-

 - The aim of the account
 - The intended audience
 - How the account will be shared/promoted
 - Who will run the account (at least 2 staff members should be named)
 - Will the account be open or private/closed

Following consideration by the head teacher and ICT co-ordinator an application will be approved or rejected. In all cases, the head teacher and ICT co-ordinator must be satisfied that anyone running a social media account on behalf of Ysgol Capelulo has read and understood this policy and received appropriate training. This also applies to anyone who is not directly employed by Ysgol Capelulo, including volunteers or parents.

Monitoring

- Ysgol Capelulo accounts must be monitored regularly and frequently (preferably daily, any comments, queries or complaints made through those accounts must be responded to within 24 hours (or on the next working day if received at the weekend) even if the response is only to acknowledge that the complaint has been received/read. Regular monitoring and intervention is essential in case a situation arises where bullying or any other inappropriate behaviour arises on a school social media account.

Behaviour

- Ysgol Capelulo requires that all users using social media adhere to the standard of behaviour as set out in this policy.
- Digital communications by staff must be professional and respectful at all times and in accordance with this policy. Staff will not use social media to infringe on the rights and privacy of others or make ill-considered comments or judgements about staff. Ysgol Capelulo social media accounts must not be used for personal gain. Staff must ensure that confidentiality is maintained on social media even after they leave the employment of Ysgol Capelulo.
- Users must declare who they are in social media posts of accounts. Anonymous posts are discouraged in relation to Ysgol Capelulo activity.
- Unacceptable conduct, (e.g. defamatory, discriminatory, offensive, harassing context or a breach of data protection, confidentiality, and copyright) will be considered extremely seriously by Ysgol Capelulo and will be reported as soon as possible to a relevant senior member of staff, and escalated where appropriate.
- Ysgol Capelulo will take appropriate action in the event of breaches of social media policy. Where conduct is found to be unacceptable, Ysgol Capelulo will deal with the matter internally. Where conduct is considered illegal, Ysgol Capelulo will report the matter to the police and other relevant external agencies and may take action according to the disciplinary policy.

Safeguarding

The use of social networking sites introduces a range of potential safeguarding risks to children and young people.

Potential risks can include, but are not limited to:

- Online bullying;
- Grooming, exploitation or stalking;
- Exposure to inappropriate material or hateful language;
- Encouraging violent behaviour, self-harm or risk taking.

In order to mitigate these risks, there are steps you can take to promote safety online:

- You should not use any information in an attempt to locate or meet a child.
- Ensure that any messages, photos or information comply with existing policies.

Reporting safeguarding concerns

- Any content or online activity which raises a safeguarding concern must be reported to the lead safeguarding officer in school.
- Any online concerns should be reported as soon as identified as urgent steps may need to be taken to support the child.
- With regard to personal safeguarding, you should report any harassment or abuse you receive online while using your work accounts.

Legal considerations

- Users of social media should consider the copyright of the content they are sharing and, where necessary should seek permission from the copyright holder before sharing.
- Users must ensure that their use of social media does not infringe upon the relevant data protection laws, or breach confidentiality.

Handling abuse

- When acting on behalf of Ysgol Capelulo, handle offensive comments swiftly and with sensitivity.
- If a conversation turns and becomes offensive or unacceptable, Ysgol Capelulo users should block, report or delete users or their comments/posts and should inform the audience exactly why the action was taken.
- If you feel that you or someone else is subject to abuse by colleagues through use of social networking site, then this action must be reported using the agreed Ysgol Capelulo protocols.

Tone

- The tone of content published on social media should be appropriate to the audience, whilst retaining appropriate levels of professional standards. Key words to consider when composing messages are:
 - Engaging
 - Conversational
 - Informative
 - Friendly (on certain platforms, e.g. Facebook)

Use of images

- School use of images can be assumed to be acceptable, providing the following guidelines are strictly adhered to.
- Permission to use any photos or video recordings should be sought in line with Ysgol Capelulo's digital and video images policy. If anyone, for any

reason, asks not to be filmed or photographed then their wishes should be respected.

- Under no circumstances should staff share or upload learner pictures online other than via Ysgol Capelulo social media accounts.
- Staff should use their professional judgement about whether an image is appropriate to share on Ysgol Capelulo social media accounts. Students should be appropriately dressed, not be subject to ridicule and must not be on any Ysgol Capelulo's list of children whose images must not be published.
- If a member of staff inadvertently takes a compromising picture which could be misconstrued or misused, they must delete it immediately.

Personal Use

Staff

- Personal communications are those made via a personal social media accounts. In all cases, where a personal account is used which associates itself with, or impacts on, Ysgol Capelulo, it must be made clear that the member of staff is not communicating on behalf of Ysgol Capelulo with an appropriate disclaimer. Such personal communications are within the scope of this policy.
- Personal communications which do not refer to or impact upon Ysgol Capelulo are outside the scope of this policy
- Where excessive personal use of social media in Ysgol Capelulo is suspected, and considered to be interfering with relevant duties, disciplinary action may be taken.
- Ysgol Capelulo permits reasonable and appropriate access to private social media sites.

Pupils

- Staff are not permitted to follow or engage with current learners of Ysgol Capelulo on any personal social media account
- Ysgol Capelulo's education programme should enable the learners to be safe and responsible users of social media, including an understanding of age limits for various social media sites.
- Learners are encouraged to comment or post appropriately about the school. Any offensive or inappropriate comments will be resolved by the use of the school's behaviour policy

Parents/Carers

- If parents/carers have access to a school learning platform where posting or commenting is enabled, parents/carers will be informed about acceptable use.
- Parents and carers are encouraged to comment or post appropriately about Ysgol Capelulo. In the event of any offensive or inappropriate comments being made,

Ysgol Capelulo will ask the parent/carer to remove the post and invite them to discuss the issues in person. If necessary, refer parents to Ysgol Capelulo's complaints procedures.

Monitoring posts about the school

- As part of active social media engagement, it is considered good practice to proactively monitor the Internet for public postings about Ysgol Capelulo.
- Ysgol Capelulo should effectively respond to social media comments made by others according to a defined policy or process.

Action by employer: inappropriate use of social media

- Following a report of inappropriate use of social media, the senior manager will conduct a prompt investigation.
- If in the course of the investigation, it is found that a pupil submitted the material to the website, that pupil will be disciplined in line with the school's good behaviour policy.
- The senior manager, where appropriate, will approach the website hosts to ensure the material is either amended or removed as a matter of urgency, ie within 24 hours. If the website requires the individual who is complaining to do so personally, the school will give their full support and assistance.
- Checks will be carried out to ensure that the requested amendments or removals are made. If the website(s) do(es) not co-operate, the senior manager will contact the internet service provider (ISP) as the ISP has the ability to block access to certain sites and, in exceptional circumstances, can close down a website.
- If the material is threatening and/or intimidating, senior management will, with the member of staff's consent, report the matter to the police.
- The member of staff will be offered full support and appropriate stress counselling.

Breaches of this policy

Any member of staff suspected of committing a breach of this policy (or if complaints are received about unacceptable use of social networking that has potentially breached this policy) will be investigated in accordance with the school's bullying or disciplinary procedure. The member of staff will be expected to co-operate with the school's investigation which may involve:

- handing over relevant passwords and login details;

- printing a copy or obtaining a screenshot of the alleged unacceptable content;
- Determining that the responsibility or source of the content was in fact the member of staff.

The seriousness of the breach will be considered including the nature of the content, how long the content remained visible on the social media site, the potential for recirculation by others and the impact on the school or the individuals concerned. Staff should be aware that actions online can be in breach of the harassment/IT/equality policies and any online breaches of these policies may also be treated as conduct issues in accordance with the disciplinary procedure. If the outcome of an investigation leads to disciplinary action, the consequences will be dealt with in accordance with the appropriate procedures. Serious breaches could result in the dismissal of the employee. Where conduct is considered to be unlawful, the school will report the matter to the police and other external agencies.

Monitoring and review

If the manager reasonably believes that an employee has breached this policy, from time to time the school will monitor or record communications that are sent or received from within the school's network.

This policy will be reviewed on a yearly basis and, in accordance with the following, on an as-and-when-required basis:

- legislative changes;
- good practice guidance;
- case law;
- Significant incidents reported.

This policy does not form part of any employee's contract of employment and may also, after consultation with the trade unions, be amended from time to time by the school.

Legislation

Acceptable use of social networking must comply with UK law. In applying this policy, the school will adhere to its rights, responsibilities and duties in accordance with the following:

- Regulation of Investigatory Powers Act 2000
- General Data Protection Regulations (GDPR) 2018
- The Human Rights Act 1998
- The Equality Act 2010
- The Defamation Act 2013
- GDPR 2019

The internet is a fast moving technology and it is impossible to cover all circumstances or emerging media – the principles set out in this policy must be followed irrespective of the medium. When using social media, staff should be aware of the potential impact on themselves and the employer, whether for work-related or personal use; whether during working hours or otherwise; or whether social media is accessed using the employer's equipment or using the employee's equipment. Staff should use discretion and common sense when engaging in online communication. There are some general rules and best practice in the appendix which staff may find helpful.

Appendix 1

SCHOOL WHATSAPP GROUP AGREEMENT

Please think about what time you make your post- please use 'office hours' where possible

Please be mindful of other people's feelings

Please do not discuss staff, parents or pupils on this platform

If deleting items- please 'delete for all'

If you wish to discuss a child with another staff member, please contact that person privately and not through the group.

Appendix 2

Managing your personal use of Social Media:

- "nothing" on social media is truly private
- Social media can blur the lines between your professional and private life. Don't use Ysgol Capelulo logo and/or branding on personal accounts
- Check your settings regularly and test your privacy
- Keep an eye on your digital footprint
- Keep your personal information private
- Regularly review your connections/friends lists - keep them to those you want to be connected to
- When posting online consider; scale, audience and permanency of what you post
- If you want to criticise, do it politely
- Take control of your images - do you want to be tagged in an image? What would children or parents say about you if they could see your images?
- Know how to report a problem online

Managing school social media accounts

The Do's

- Check with a senior leader before publishing content that may have controversial implications for the school
- Use a disclaimer when expressing personal views
- Make it clear who is posting content
- Use an appropriate and professional tone
- Be respectful to all parties

- Ensure you have permission to 'share' other peoples' materials and acknowledge the author
- Express opinions but do so in a balanced and measured manner
- Think before responding to comments, and, when in doubt, get a second opinion
- Seek advice and report any mistakes using the school's reporting process
- Consider turning off tagging people in images where possible and where applicable.

The Don'ts

- Don't make comments, post content or link to materials that will bring Ysgol Capelulo into disrepute.
- Don't publish confidential or commercially sensitive material
- Don't break copyright, data protection or other relevant legislation
- Consider the appropriateness of content for any audience of school accounts, and don't link to, embed or add potentially inappropriate content
- Don't post derogatory, defamatory, offensive, harassing or discriminatory content
- Don't use social media to air internal grievances.