

St Luke's Science and Sports College Social Media Policy

We encourage teachers, students, staff to use social networking such as Twitter as a way to connect with others, share educational resources, create and curate educational content, and enhance the classroom experience. While social networking is fun and valuable, there are some risks you should keep in mind when using these tools in school. In the social media world, the lines are blurred between what is public or private, personal or professional.

Use good judgment

- We expect you to use good judgment in all situations.
- You must know and follow the school's AUPs.
- Regardless of your privacy settings, assume that all of the information you have shared on your social network is public information.

Be respectful

- Always treat others in a respectful, positive and considerate manner.

Be responsible and ethical

- Even though you are approved to represent the school, unless you are specifically authorized to speak on behalf of the school you should state that the views expressed in your postings, etc. are your own. Stick with discussing school-related matters that are within your area of responsibility.
- Be open about your affiliation with the school and the role/position you hold.
- If you are using a department Twitter account stick to topics relevant to your subject only
- Don't follow students
- If replying to students use 'us' or 'we' so that your tweets are responses from your department and not one MoS
- Don't use your own smartphones to use Twitter- use a central department computer
- Don't share the following confidential information: Do not publish, post or release information that is considered confidential or not public. If it seems confidential, it probably is. Online "conversations" are never private. Do not use your birth date, address, and mobile phone number on any public website or in a tweet.
- Do not bring the school's name into disrepute via your communications.

Private and personal information:

- To ensure your safety, be careful about the type and amount of personal information you provide. Avoid talking about personal schedules or situations.
 - NEVER give out personal information of students and if you have your own personal Twitter account then check your privacy settings and ensure that pupils are not following you personally. If they are, have a polite conversation and why this isn't appropriate.
 - When tweeting images be respectful to any students that may not like being photographed or whose parents do not agree to this.
 - It is generally not acceptable to post pictures of students without the expressed written consent of their parents.
 - Do not post pictures of other staff without their permission.
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Social Media Acceptable Use Policy

St Luke's Science and Sports College recognizes that access to technology in school gives students and teachers greater opportunities to learn, engage, communicate, and develop skills that will prepare them for work, life, and citizenship. We are committed to helping students develop 21st-century technology and communication skills.

To that end, we provide access to technologies for student and staff use. This Acceptable Use Policy outlines the guidelines and behaviors that users are expected to follow when using school technologies or when using personally-owned devices on the school site

- The network is intended for educational purposes.
- All activity over the network or using district technologies may be monitored and retained.
- Access to online content via the network may be restricted in accordance with our policies and regulations.
- Students, if allowed access are expected to follow the same rules for good behavior and respectful conduct online as offline.
- Misuse of school resources can result in disciplinary action.
- Users of the network or other technologies are expected to alert IT staff immediately of any concerns for safety or security.

Violations of this Acceptable Use Policy

Violations of this policy may have disciplinary repercussions, including:

- Suspension of network, technology, or computer privileges in extreme cases
- Notification to parents in most cases
- Detention or suspension from school and school-related activities
- Legal action and/or prosecution

I have read and understood this Acceptable Use Policy and agree to abide by it:

(Staff Printed Name)

(Staff Signature)

(Date)

This policy should be read in conjunction with:

St Luke's eSafety Policy
St Luke's Mobile Phones acceptable use Policy - students
St Luke's Social Media Policy
St Luke's Positive behaviour Policy
St Luke's Anti-Bullying Policy
St Luke's Safeguarding Policy

General Guidance and advice for staff working with children and young people

Using Social Media and Technology in Educational Settings

Social media tools can include websites such as blogs, Wikis, social networking and video sharing sites. Sites such as Facebook, MySpace, Twitter, YouTube and Flickr have become everyday forms of communication for both adults and children. Whether accessed through a computer or mobile phone, they help us stay in touch with friends and family members, share photos, watch videos, play games and even organise events and campaigns.

However social networking and media sites can have risks. They have changed how we communicate and this can lead to people posting unsafe or inappropriate information about themselves and their personal lives online as well as providing opportunities for offenders to groom and abuse children. The boundaries between the “real” world and the “virtual” can become blurred and this can have potentially serious consequences for staff, parents/carers and children who may not be aware of the risks behind every day online activity.

Online social media tools can also be excellent tools for teaching and learning and can provide exciting, new opportunities for schools to engage communicate and collaborate with pupils and the wider community. The positive use of social media and Information and Communication Technology (ICT) within schools and settings for curriculum and learning is encouraged. However it is essential that their use is carefully considered in advance, in order to ensure all members of the school community are kept safe.

Considerations to make before using Social Media technology.

It is essential that the correct tool is selected for the purpose or aim of the project. For example, to communicate with parents and carers about school based decisions, it might be better to use a blog to enable a discussion rather than a Twitter page as this only allows for a limited amount of interaction.

Schools and settings should preferably use tools available on their official school/setting website or Learning Platform as will be more likely to offer a more controlled environment.

Central to selecting the appropriate Social Media tool or technology, is deciding who the target audience is (parents/carers, staff or pupils etc.) and what purpose it will serve. When targeting parents, schools and settings will need to be aware that not all families will have access to the internet at home. To combat this issue some establishments have offered open evenings to families or have an internet enabled computer in an accessible location for parents/carers to access after signing an Acceptable Use Policy. It is also important to find out if your audience would like to engage via social media, for example some students may not wish to add their school/setting on a social networking site!

It is important that schools and settings are aware how Social Media sites function and are aware how to make them as safe as possible, before use. This might include understanding how to make profiles “private” or using groups or pages or feeds to engage with the community instead of individual profiles.

When using Social Media with children, schools and settings should be aware of site age restrictions and should only use sites that are deemed to be age appropriate and suitable for educational purposes. Staff should carefully check the Terms & Conditions of any websites used in the classroom carefully as Schools and settings should be careful to not promote or advocate the underage use of any sites.

Social Media tools may need to be moderated and regulated by the school according to the age of the children. It is important to be aware that very few social media tools are able to verify and authenticate users appropriately, unless the system is controlled directly by the school/setting or by a subscription service.

Where possible, when using services which the school cannot control via moderation or user authentication (e.g. Facebook, Twitter, YouTube), it is recommended that comments etc. are moderated or approved before they are made live and membership to online groups etc. is controlled (e.g. people must request to join a group or follow) by the school/setting. (See "further advice and guidance" for links on how to achieve this)

All members of staff must be aware that, due to the ease of publishing information and content online, it is now very easy for staff to confuse writing in their capacity as a member of staff with sharing their own individual opinion. Staff must be aware that even as an individual, his/her actions could be criticized and seen as bringing a school into disrepute, especially if other users are aware of their role. This may have disciplinary, civil or even criminal consequences. It is crucial that all members of staff are made aware of the boundaries and professional practices online in order to protect their professional status.

Staff should always remember that once content is shared online it is possible for it be circulated far wider than intended without consent or knowledge.

In order to protect staff, it is strongly recommended that separate professional accounts, pages or profiles should be used when communicating with pupils or the wider school community. This should be supported and approved by the Senior Leadership Team.

Establishment approved email addresses and contact details should be used and staff should be very careful not share any personal contact details or information with pupils (past or present) or their parents/carers. Staff must also be aware that their duty of care to pupils will still apply when using online tools and there should be procedures in place to support staff with this.

This should be clearly reflected in the settings Acceptable Use Policy when members of staff are using social media tools to communicate with the school community for professional purposes.

It is recommended that schools and settings should complete a risk assessment for the communication tool/site/technology prior to its use in the classroom as part of their legal duty of care towards pupils. In a recent report published by Ofsted in September 2011 "Safeguarding Schools: best practise" it was noted by Ofsted that a common weakness found in schools judged to be inadequate, was that they failed to carry out robust risk assessments. Ofsted felt that schools judged to be Outstanding were common in their

approach to their safeguarding responsibilities and that “outstanding” schools:” ...comply with requirements and often move beyond them; it is not seen as a burden but as a reasonable and essential part of the fabric of the school; it pays attention to the meticulous and systematic implementation of policies and routines; it involves every member of the school community in some way; and it has a sharp eye on the particular circumstances and needs of all pupils, especially the most vulnerable.”

There is no such thing as 100% safe, so staff must know what to do to reduce the online risks. Staff must fully understand how sites work and what different settings or functions are available to use.

Establishments should evaluate online communication projects to explore successes or problems. It is important to understand what the goals of the project are and what any successes will look like and to set a realistic timescale for evaluation. If the school is using a communication tool then it’s recommended to begin with a smaller focus/pilot group before rolling out the project across the school/setting. If the project has been successful then this should be celebrated by the school/setting and built upon. If the project has not succeeded, then the school/setting should consider why and what (if any) changes could be made to move the aims forward.

Checklist for using Social Media Tools in Educational Settings

Before using any Social Media tool, schools and settings might like to consider the following:

- What are the objectives/outcomes for this project?
- What do you want to communicate?
- Who is the intended audience (if using a communication tool)?
- Have you surveyed your audience to find out if they will engage with the tool?
- Why do you need to use this technology over traditional methods of communication or learning?
- What is the most suitable medium/site to use for this purpose and why?
- Will the project be student, parent/carer or staff led?
- Have you risk assessed the site to identify any safety concerns? If so, what changes will or can you make to reduce these risks?
- Has the site been risk assessed by both educational and technical staff?
- Do the Terms and Conditions allow you to use the site in the classroom or for your required purpose?

- Is the site age appropriate?
- Do you have parental consent (if necessary)?
- Do you have appropriate permissions or consent for any images, documents etc. to be shared?
- Have you explored the sites privacy and control settings?

Can you restrict access to only your intended audience for all or part of the site (essential if sharing information you wouldn't share publicly)?

- Does the tool offer moderation? If so, who will be responsible for moderation on a regular basis?
- Do you have the resources (people, time etc.) to support this activity?¹¹
- Is use of social media covered in the School/Setting e-Safety Policy?
- Has the e-Safety Policy been updated recently and has this been communicated to all members of the school community?
- Have you created or adapted your Acceptable Use Policy to reflect your use? Has these been signed and created for all those involved (this is essential if using a communication tool)?
- Does the school/setting have clear rules/boundaries about safe and appropriate online behaviour and has these been communicated to all those involved?
- Have all members of the community received up-to-date training on e-Safety?
- Are the Senior Leadership Team involved and aware of the use of Social Media?
- Do you have documented approval and consent from SLT?
- Are you preparing a pilot project first?
- How will you evaluate the success of the project?