St. Fillan's Primary School

Appropriate Use of
Social Media Position Statement.

March 2019

Date of Review: August 2019

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Rationale: (What are we doing/purpose and why?):

We aim to use Social Media in a positive way to ultimately raise the profile of our school within our local community by reinforcing our school vision, values and aims through feeds and posts.

Facebook, Twitter and our school website is an accessible forum to engage with parents/carers and share positive learning experiences and successes/ achievements.

Social Media provides a platform where we can effectively communicate with our families.

Aims: (So what/Identified impact?):

- Share achievement and success.
- Raise the profile of our school within the local community.
- Raises the profile of Children Services - @AttainRen/ Council news etc.
- Engage with parents – children's learning, achievements, communication of school events.
- Reinforce school vision, values and aims – promotion of core values – video clips, quotes, photographs to share key messages.
- Provide constructive feedback – from parents, comments/feeds.
- Enable staff to share ideas and good practice with one another.

School Values:

- Respect
- Responsibility
- Trust
- Team Work

School Aim:

- Show/Radiate Enthusiasm!

Be Brave   Unleash Creativity   Demonstrate Excellence   Show/Radiate Enthusiasm
'In Learning, we are growing and succeeding Together.'

Background:

This position statement will eventually form part of a wider school policy encompassing a broader range of related topics.

The new overarching policy will be entitled: 'St. Fillan's Communication Policy' and we hope to be able to share this with you at the beginning of the next school session.

The policy aims to cover the following issues:

- Code of contact with the school in terms of roles and responsibilities.
- GDPR Governance. (GDPR Local Authority position statement is available on our school website).
- Responsible Internet Use.
- Mobile Phones.
- Online Safety, including Cyberbullying. (links to our 'Anti Bullying Policy.')
- Sources of Support and Guidance.

Currently, we follow Local Authority guidance in relation to these issues but our intention is to collate all of the related information in an easily accessible one document format.

Purpose:

At St. Fillan's Primary, we share information about our school and communicate with parents and carers in a range of ways:

Reporting activities for individual learners
Learning profiles/folios
Monthly/termly tracking information
Written reports
Termly progress reports
Review meetings
Progress within additional support for learning plans
Interagency meetings
Learners' reflections on their learning/Learning Logs
Parents' consultation meetings involving parents, teachers and learners, as appropriate
Learning conversations – pupil and teacher/ pupil and pupil and/or pupil and parent/carer
Achievement Logs
Homework/Shared Learning activities
On-going feedback in classwork

Reporting activities for group / class / school setting
Assemblies
Open days/events
Leading learning events
Meet the teacher' sessions
School concerts/shows
Achievement wall displays
Wall displays showcasing learning
School/class newsletters highlighting learning
Curriculum workshops
Information events
Class showcase events
Social media
Curriculum workshops led by learners and/ or staff
School website/Twitter
Parent Council meetings
'School Improvement Committee' meetings

We welcome anyone who is interested in the life of our school to follow us and connect with us on the various social media sites that we use.

We have a 'Fillan Bear' Facebook page and a Twitter page (@Fillan_Bear) and we link posts and comments with the 'St. Fillan Parent Council Group,' which is a closed page.

It is important to highlight that as we share many of our posts through the 'St. Fillan Parent Council Group' page, key members of the Parent Council and school staff are administrators. Moving forward, from August 2019, we will re-issue 'Media Permission Consent Forms' to all of our families and we will only post through the 'Fillan Bear' Facebook. Members will still be welcome to share posts through the 'St. Fillan's Parent Council Group' about issues that are relevant to the Parent Council. This will enable school administrators to have sole responsibility and administrative control over our own school page.

Benefits of Social Media:

Social Media provides us with a fantastic forum to communicate about day to day events that take place in school.

We effectively use our pages to send reminders, share information and video clips related to our ethos and vision/values and aims and to 'Showcase' the learning, talents and achievements of our wonderful children, staff, partners, specialists and school community.

We share photographs of events and learning across the school in accordance with our GDPR policy.

We believe that the use of these sites is beneficial in keeping parents and carers up to date with what is happening in school.

Social media is also fundamental in helping us to continue to raise the profile of our school within the St. Fillan's family, our local community and beyond.

We know that many of our families follow our sites with interest and are appreciative of this forum as an effective means of communication between home and school.

Please be advised that we reserve the right to remove sites or individual comments/members from sites if they are not being used properly and are not in accordance with the positive image that we relentlessly work hard to achieve and portray.

Our Expectations:

It is important for everybody's safety that we are clear about how we use these sites and what is expected from the people who choose to engage with us on them. All parents and carers are expected to follow these guidelines and ensure that they behave appropriately and with respect at all times.

The Headteacher and staff have agreed an approach to the use of Social Networking sites that include the items below. We are now inviting parents to join us in setting a good example for our children.

- We use social media sites to publish information that is of general interest. We do not believe it is an appropriate place to discuss personal matters that are specific to individual members of our community, whether that be children, parents, staff or partners.
- Concerns about any aspect of school life should be raised appropriately by speaking, personally, to a member of staff. If a parent or carer remains dissatisfied, our complaints procedure is available.
- We will not tolerate any form of bullying or intimidation on our social media accounts. This includes comments or posts that are defamatory, rude or abusive towards any member of our school community, whether that be children, parents, staff or partners. This includes the personal social media accounts of parents and carers.
- Our pages will not be used to promote commercial businesses/ independent companies.

All parents are invited to join staff in setting a good example for our children by not:

- Using social network sites to make derogatory comments or posting photographs which could bring staff into disrepute, including making comments about pupils, parents, other staff members, the senior leadership team, local authority or the wider community.
- Posting photographs of other people's children on social network sites without their permission. (We remain vigilant in encouraging our parents/carers and families to be mindful of this at school events, assemblies and shows).

All Staff agree to:

- Demonstrate courtesy and respect for staff, parents and pupils when comments are placed on social networking sites.
- Ensure appropriate language is used in any comments placed on social network sites.
- Ensure that any comments and/or images could not be deemed as defamatory or in breach of any relevant legislation set out in local authority or school policies and handbooks.
- Review and adjust their privacy settings to give them the appropriate level of privacy and confidentiality through the use of school devices only.

Staff agree not to:

- Use social network sites to make derogatory comments which could bring staff into disrepute, including making comments about pupils, parents, other staff members, the senior leadership team, local authority or the wider community.
- Use social networking sites within lesson times (for personal use).

It is crucial that staff, parents/carers work together in partnership and assume personal responsibility of their own actions to ensure that social media is used for the intended purposes.

Ensuring Privacy:

It is very important to us that the use of social media does not expose our pupils to potential danger.

- We will not publish photographs of children without the written consent of parents and carers.
- We will not identify any of the children that are featured in photographs by their full name (First name only).
- We will not allow any other information to be published on our social media accounts that can personally identify our pupils such as their age or address.
- Parents, carers and other visitors to the school must not take photographs of pupils or any school activity without the explicit permission of a senior member of staff – with the intention to share on social media sites without parental permission.

Enforcing this policy:

To ensure the ongoing safety and well-being of pupils, staff and parents/carers we will monitor all of our social media accounts regularly.

- Where allowed by the site, we welcome comments on the information that we post. However, we reserve the right to delete comments and ban further comments from anyone who breaks the terms of our policy. Offending parties will be informed via standard letter if their account is to be blocked on a permanent basis.

- All serious breaches of this policy will be referred to the Governing Body who will take appropriate action to ensure that this is not repeated. This may include reporting the matter to the police.

Other Important Points to Note:

- ❖ Social media is not the forum to air internal grievances about children, staff, parents, partners of the local authority. There are alternative procedures for highlighting concerns.

- ❖ Through a period of consultation, staff have agreed that they will endeavour to post a class post weekly in relation to some of the topics highlighted below. Please be advised that this is not an exhaustive list and the sharing of information will be at the Class Teacher's discretion as they already communicate using a wide variety of means as highlighted at the beginning of this position statement. It would be unrealistic to expect daily posts from individual classes.
  - Reminders.
  - Individual success.
  - Showcase specific class learning.
  - Group/Class events.

- ❖ The Senior Leadership will endeavour to post weekly posts in relation to the following:
  - Weekly reminders and lunch options.
  - Reminders.
  - Whole School events.
  - Seasonal events – Halloween, Nativity/Shows, World Book Day, Easter Bonnet, Church events.
  - Requests for help/support.

  We are happy to reply to posts/ comments where appropriate but when in doubt, please contact the School Office staff who would be happy to advise you.

- ❖ It is also important to be mindful that the use of technology can be challenging when wi-fi connections fail or become unavailable. If this is a persistent issue which continues for a considerable period of time, then you will be notified via text message.

- ❖ The Senior Leadership Team are also happy to reply to private messages that are sent through the Facebook page, however, we cannot commit to replying within a set timescale as we do not always have the opportunity to engage in social media activity during the school day when our principal concern is the health, safety, attainment and achievement of our children.

- ❖ The posting of children's photographs is merely a 'snapshot in time' and it is not possible to monitor and track the frequency of when children are featured in a post. We thank you for your understanding that there may be times when your child does not feature in a post for a whole variety of reasons.

- ❖ Our 'Digital Leaders' Committee actively encourage our children to take photographs of learning and with support, the children are often responsible for posting information and photographs of learning.

Report and Support:

The **ClickCEOP (Child Exploitation and Online Protection)** button has a wealth of support and advice for parents and young people as well as a form to report incidents. If someone has acted inappropriately towards your child, it may be sexual chat, being asked to do something that makes you feel uncomfortable or someone being insistent on meeting up, you must report it to **ClickCEOP**.

The 'Think You Know' website - www.thinkuknow.co.uk/ is an excellent site to help keep children safe online when using a whole host of devices. It also offers parents/carers with valuable tips and guidance to help you monitor your child's online activity and digital footprint.
(The CEOP/'Think You Know' link can be found on our school website – 'Parent and Carer Zone' tab, then 'Useful Websites for Parents/Carers.)

The 'Parentzone' website – www.education.gov.scot/parentzone/ also offers relevant and accessible information to help protect your child online by clicking on the tab 'My Child' then 'Internet safety.'
(The 'Parent/Zone link can be found on our school website – 'Parent and Carer Zone' tab, then 'Useful Websites for Parents/Carers.)

Our school website offers a wealth of useful information and guidance around online safety. You can find this by clicking on the 'Parent/Carer Zone,' and scrolling down to 'Internet/Social Media Safety – click links for useful documents.'

"Social networks represent the digital reflection of what humans do: we connect and share."

JEREMIAH OWYANG, PARTNER AT ALTIMETER GROUP

Don't say anything online that you wouldn't want plastered on a billboard with your face on it.

– Erin Bury

Even with all the negativeness of the whole social media thing, I still think it's leaps and bounds more positive.

– Luke Bryan