

Overview

Social networking sites such as Facebook and Twitter are now widely used and these types of media allow people to communicate in ways that were not previously possible. Unfortunately such sites can be used inappropriately by some as a means of expressing negative or offensive views about schools and their staff. This document sets out this school's approach to parental use of such sites and sets out the procedures that will be followed and action that may be taken when it is considered that parents have used such facilities inappropriately. Where there is reference to "parent" in this document this also include carers, relatives or anyone associated with the school.

Objectives

The purpose of this policy is to:

- Encourage social networking sites to be used in a beneficial and positive way by parents;
- Safeguard pupils, staff and anyone associated with the school from the negative effects of social networking site;
- Safeguard the reputation of the school from unwarranted abuse on social networking sites;
- Clarify what the school considers to be appropriate and inappropriate use of social networking sites by parents;
- Set out the procedures the school will follow where it is considered that parents have inappropriately or unlawfully used social networking sites to the detriment of the school, staff, pupils or anyone else associated with the school;
- Set out the action the school will consider taking if parents make inappropriate use of social networking sites.

Appropriate use of social networking sites by parents

Social networking sites have potential to enhance the learning and achievement of pupils and enable parents to access information about the school and provide feedback efficiently and easily. In addition, the school recognises that many parents and other family members will have personal social networking accounts which they might use to discuss/share views about school issues with friends and acquaintances. As a guide, individuals should consider the following prior to posting any information on social networking sites about the school, staff, pupils or anyone else associated with the school:

- Is the social networking site the appropriate channel to raise concerns, give this feedback or express these views?;
- Would a private and confidential discussion with someone in the school be more appropriate? If there are serious allegations being made/concerns being raised, social media or internet sites should not be used to name individuals and make abusive comments. Please contact the school to discuss any concerns you may have;
- Are such comments likely to cause emotional or reputational harm which would not be justified, particularly if the school has not yet had a chance to investigate a complaint?;
- The reputational impact that the posting of such material may have to the school, any detrimental harm that the school may suffer as a result of the posting and the impact that such a posting may have on pupils' learning.

Inappropriate use of social networking sites by parents

Although social networking sites may appear to be the quickest and easiest way to express frustrations or concerns about the school and those associated with it, it is rarely appropriate

to do so. Other channels such as a private and confidential discussion with the Headteacher or member of the Governing Body, or using the school's formal complaints process are much better suited to this. The School considers the following examples to be inappropriate uses of social networking sites. (This list is non-exhaustive and intended to provide examples only):

- Naming pupils or posting any comments about pupils who attend Levens CE School;
- Posting photos that contain focussed images of other pupils taken at school events especially when pupils are dressed in swimming costumes / gymnastic leotards;
- Making allegations about staff or anyone else connected with the school;
- Making any posts that could be deemed to be cyber-bullying;
- Making complaints about the school or staff at the school;
- Making defamatory statements about the school or staff at the school;
- Posting negative or offensive comments about staff or any other individual connected to the school;
- Posting racist comments;
- Posting comments which threaten violence.

Parents should also ensure that their children are not using social networking and other internet sites in an inappropriate manner. It is expected that parents/carers explain to their children what is acceptable to post online. Parents/carers are also expected to monitor their children's online activity, including in relation to their use of social media. Please note that most social networking sites require the user to be at least 14 years old.

Procedure the school will follow if inappropriate use continues

The School will always try to deal with concerns raised by parents in a professional and appropriate manner and understands that parents may not always realise when they have used social networking sites inappropriately. Therefore, as a first step the school will usually discuss the matter with the parent to try and resolve it and to ask that the relevant information be removed from the social networking site in question. If the parent refuses to do this and continues to use social networking sites in a manner the school considers inappropriate, the school will consider taking the following action:

- Take legal advice and/or legal action where the information posted is defamatory in any way or if the circumstances warrant this;
- Set out the school's concerns to you in writing, giving you a warning and requesting that the material in question is removed;
- Contact the police where the school feels it appropriate – for example, if it considers a crime (such as harassment) has been committed or in cases where the posting has a racial element, is considered to be grossly obscene, grossly offensive or is threatening violence;
- If the inappropriate comments have been made on a school website or online forum, the school may take action to block or restrict that individual's access to that website or forum;
- Contact the host/provider of the social networking site to complain about the content of the site and ask for removal of the information;
- Take other legal action against the individual.

Reviewed and approved by Levens CE School Governing Body – 23.09.21



LEVENS SCHOOL

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Parental Use of Social Networking and Internet Sites Agreement

Levens CE School asks its whole community to promote the 3 commons approach to online behaviour:

- Common courtesy
- Common decency
- Common sense

How do we show common courtesy online?

- We ask someone's permission before uploading photographs, videos or any other information about them or their children online.
- We do not write or upload 'off-hand', hurtful, rude or derogatory comments and materials. To do so is disrespectful and may upset, distress, bully or harass.

How do we show common decency online?

- We do not post comments that can be considered as being intimidating, racist, sexist, homophobic or defamatory. This is cyber-bullying and may be harassment or libel.
- When such comments exist online, we do not forward such emails, tweets, videos, etc. By creating or forwarding such materials we are all liable under the law.

How do we show common sense online?

- We think before we click.
- We think before we upload comments, photographs and videos.
- We think before we download or forward any materials.
- We think carefully about what information we share with others online, and we check where it is saved and check our privacy settings.
- We make sure we understand changes in use of any web sites we use.
- We block harassing communications and report any abuse.

Any actions online that impact on the school and can potentially lower the school's (or someone in the school) reputation in some way or are deemed as being inappropriate will be responded to. In serious cases we will also consider legal options to deal with any such misuse.

Each case will be reviewed by the Head teacher and appropriate actions will be taken.

I understand that the school takes any inappropriate online behaviour directly concerning Levens CE School seriously and will respond to observed or reported inappropriate or unsafe behaviour.

Signed_____ Date_____