



SOCIAL MEDIA POLICY

1. INTRODUCTION

The widespread availability and use of social networking applications bring opportunities to communicate with various groups in new ways. It is recognised that social networking has the potential to play an important part in many aspects of school life, including teaching and learning, external communications and continuing professional development. St. Saviour's School Ikoyi therefore encourages the responsible and professional use of the internet and social media to support educational delivery and professional development.

Whilst recognising the benefits social media brings, this policy sets out the principles designed to ensure that all staff members use social media responsibly so that the confidentiality of students, staff and the reputation of the school are safeguarded. It is essential that pupils, parents and the wider public have confidence in the school's decisions and services. In this context, staff members must always be conscious of the need to keep their personal and professional lives separate.

This policy covers personal use of social media as well as the use of social media for official school purposes and outlines the risks to users and the school, as well as the potential consequences of misuse of the internet and social media. St Saviour's School Ikoyi recognises the need to offer a protection for employees who may be harassed or victimised by other members of the school community due to their professional relationship with the school.

2. COVERAGE / APPLICATIONS

The policy applies to personal media platforms such as networking sites (e.g. Facebook, Googlechat, Instagram, TikTok), blogs, microblogs (e.g. Twitter), chatrooms, forums, podcasts, open access, online encyclopaedias (e.g. Wikipedia) and content sharing sites (e.g. Flickr and YouTube). However, this list is not exhaustive and new on-line platforms are to be considered automatically covered. This policy also applies to online message boards/forums and comments under news items and other articles.

The internet is fast moving technology and it is impossible to cover all circumstances or emerging media therefore the principles set out in this policy must be followed closely, irrespective of the medium or platform. This policy equally applies to all employees including teacher trainees, any other individuals who work for or provide services on behalf of the school and members of the St Saviour's School Ikoyi community.

3. POLICY AIMS

- To minimise the reputational, legal and governance risks to the school and its employees, arising from use of social media in both personal and professional capacities.
- To enable the safe use of social media for the purposes of communication and engagement.
- To ensure a consistent approach is applied across the school.



- To identify responsibilities of the school and employees in line with all other policies, particularly safeguarding and child protection.

4. PRINCIPLES

In all communications, members of the school should:

- a) always be conscious of the need to keep personal and professional lives separate. Staff should not put themselves in a position where there is a conflict between their work and personal interests.
- b) not engage in activities involving social media which may bring St Saviour's school into disrepute.
- c) not represent their personal views as those of the school on any social medium.
- d) not discuss personal information about students, staff and any other professionals that they interact with as part of their job, on social media.
- e) follow safeguarding principles
- f) be open, honest, ethical and professional;
- g) use jargon-free, plain English in professional communication;
- h) be actioned within an agreed time frame.

5. LEGAL IMPLICATIONS

Staff should be aware that there are a number of legal implications associated with the inappropriate use of social media. Liability can arise under the laws of:

- Defamation
 - Copyright
 - Discrimination
 - Contract
 - Human Rights
 - Protection from harassment
 - Criminal harassment
 - Data Protection
- For purposes of this policy the term 'public' is used to refer to those outside of the immediate school community (Employees, contractors and pupils) and includes (but not exclusively) parents/carers and ex-pupils.

User responsibilities

All users must be aware that as soon as a post is made online, it is no longer within the private sphere or in the control of the original poster. If an employee is found to have breached this policy, they may be subject to disciplinary procedure. If a criminal offence is considered to have been committed, further action may be taken to assist with the prosecution of the offenders. Any misuse of social media must be reported promptly to the safeguarding lead or Head teacher, whether carried out by pupils, parents/guardians or staff members.

6. RISKS

The school recognises the risks associated with use of the internet and social media and regulates their use to ensure this does not damage the school, its staff and the people it serves.



Principals amongst these risks are:

- access to inappropriate material;
- civil or criminal action relating to breaches of legislation;
- cyber bullying by pupils/students;
- damage to the reputation of the school;
- disclosure of confidential information;
- inappropriate behaviour, criticism and complaints from external sources;
- loss or theft of personal data;
- offending behaviour toward staff members by other staff or pupils/students;
- other misuse by staff including inappropriate

personal use;

- social engineering attacks - i.e. the act of manipulating people into disclosing confidential material or carrying out certain actions;
- staff members openly identifying themselves as school personnel and making disparaging remarks about the school and/or its policies, about other staff members, pupils or other people associated with the school.
- damage to professional reputations with current and future employers.
- virus or other malware (malicious software) infection from infected sites.

7. REPORTING

Where staff have concerns about e-safety, these should be raised with the Data Protection Lead, Safeguarding Lead, Deputy Safeguarding Lead or Head Teacher as soon possible. Advice can also be sought from professional associations.

8. COMMUNICATION

Effective communications not only deliver the specific information required, but also enable us to demonstrate our values and ethos. Communication with parents/carers should always reinforce parental support and engagement.

Communications will seek to establish open and positive relationships with parents, whilst always ensuring that these relationships are professional. To this end, parents should always be addressed in an appropriate manner using formal mediums of communication i.e. telephone, email, letter. Staff will not communicate with parents/carers or pupils via networking sites, personal devices or e-mail. Where there is a need to communicate directly with parents/carers (i.e. on school trips) staff will do so via the school office, have access to school provided equipment i.e. mobile phones or in extreme circumstances and with prior permission from the Head teacher, using a withheld number.

External communication with pupils

Communication with pupils will take place face-to-face or via a staff member's school email address only. A staff member will not communicate with a pupil via their personal mobile phone or using personal email



is reported concerning non-employee members of the school community, this will be investigated and responded to by the school. Further action may be taken to assist with the prosecution of the offenders

11. SCHOOL WEBSITE

We are responsible for maintaining the school website and staff are responsible for its content. There will be regular communication between the administrator and members of the school leadership team to monitor and update appropriate content for posting on the school website

12. USE OF IMAGES

Permissions are sought for images of children used in school produced materials, clear reference to online usage is made when permissions are requested. Staff must give permission for their images to be used in school produced materials accessible by members of the public (online or in print), whether controlled by the school or not. Photographs must be checked carefully to ensure that children who are on the restricted list are never shown.

Policy established and agreed:	March 2021
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Policy reviewed:	December (Michaelmas) 2025
Policy next to be reviewed:	December (Michaelmas) 2026
Member of staff responsible for the policy:	Mr Craig Heaton, Head Teacher