

Biddick Academy Social Media Policy for Students and Parents and Carers

Introduction

Social media is now an unavoidable part of the world we live in and it offers a wealth of opportunities to the Academy, and the education of our students. However poor use of social media can damage the reputation of the Academy, the well being of the students and could potentially put staff, students and other members of the Academy community at risk. For this reason we have created this Social Media Policy to help guide parents, carers and students in using these new innovations with good practice. By following the guidelines set out in this policy we aim to help protect the Academy from any legal risks, protect the reputation of the Academy, staff and governors and, above all, safeguard all children.

Scope

The official definition of social media is;

“websites and applications that enable users to create and share content or to participate in social networking.”

The most commonly used social media platforms include Facebook, Twitter, Instagram, Snapchat and YouTube but new channels are emerging all the time.

This policy specifically covers students and parents’ and carers use of Academy sanctioned social media channels. For advice on personal accounts and keeping children safe online please read this article from the NSPCC:

<http://www.nspcc.org.uk/preventing-abuse/keeping-children-safe/online-safety/>

Staff Use of Academy Sanctioned Social Media

The Academy has a number of officially sanctioned accounts as shown below:

Site	Address
Facebook	Facebook.com/BiddickAcademySchool
Twitter	twitter.com/BiddickAcademy

The most important thing to remember when using either Academy or personal social media is that anything you put online can be traced, even if it is deleted. Any inappropriate pictures or abusive or threatening language can be considered offence.

As an Academy we will not tolerate bullying or abuse of any kind and this includes bullying via electronic channels including social media. If we come across anything we consider to be a misuse of social media we will take appropriate action which may include reporting the incident to the police.

The following are guidelines the Academy has set out to help protect our students, their parents and carers and our staff from the risk of any inappropriate social media activity. To make it easier to read the term Academy Community refers to all staff, students and parents and carers of the school.

- Students and parents and carers should not invite school staff to be friends or followers on their personal social media accounts
- Staff should not be inviting students or parents and carers to connect with them on personal social media accounts. If you receive an invite please report it immediately to the Head teacher or Safeguarding Lead
- DO NOT post any personal information on Academy social media accounts that could lead to the identification of a member of the Academy community
- No photos or videos of members of the Academy community may be posted without prior written consent from the individual or their parent or carer as appropriate.
- If members of the Academy community do post on Academy sanctioned social media sites their posts and comments should be professional, respectful and appropriate. Any inappropriate messages or media that is posted will be removed immediately and the incident reported to the Head teacher or Safeguarding Lead for further investigation
- If you see anything you consider inappropriate on Academy social media channels, or about the Academy and its community on other social media channels, please report this to the Head teacher or Safeguarding Lead immediately

Communication with the school via social media

Unless otherwise stated, social media will not be used by the Academy to replace any of its existing communication channels.

- Communication on Academy sanctioned social media channels should relate to Academy business only, not personal matters
- Private business and information should not be communicated across social media channels. This type of communication should be conducted in person or via the telephone
- Notification of sickness/absence of students will not be accepted via social media. Please follow the existing channels to report this
- If you have a complaint or concern regarding the Academy or your child's experience in the school please DO NOT use social media to communicate this but contact the Academy directly to discuss it. Any posts of this nature on Academy sanctioned accounts will be removed immediately and the individual contacted directly to discuss it using appropriate channels

This policy will be reviewed and updated at regular appropriate intervals.

If you have any queries regarding this policy or your use of social media please address them with the Head teacher.