

Consequences of not following this guidance

- ❖ Informal action
- ❖ Formal action
- Dismissal decisions for any of the following:
 - Persistent and substantial failure to follow procedures, regulations and policies either by deliberate act or omission
 - Serious and/or persistent acts of harassment, bullying or victimisation of other employees
 - Acts which amount to wilful discrimination or incitement to discriminate
 - Serious and unlawful breach of confidentiality or data protection obligations
 - Serious breach of any relevant code of conduct or professional standards
 - Making a false or vexatious allegation against another member(s) of the school community
 - Abusive/offensive language or behaviour towards a member of the school community
 - Acts which are incompatible with the ethos of the school
 - Serious insubordination undermining the authority of senior staff
 - Actions outside of the workplace that could be so serious as to fundamentally breach the trust and confidence placed in the employee
 - Failure to adopt safe working practices either by a deliberate act, negligence or omission



Sheldwich Primary School

Lees Court Road

Sheldwich

Faversham

Kent ME13 0LU

Telephone: 01795 532779

Fax: 01795 532682

Email: office@sheldwich.kent.sch.uk

Website: www.sheldwich.kent.sch.uk



Sheldwich Primary School

Guidance for Staff and Volunteers on the Use of Social Media

To be read alongside:

Staff ICT Acceptable Use Policy

Safeguarding Policy

E-Safety Policy

September 2021

What is Social Media?

Website and applications that enable users to create and share content or to participate in Social Networking.

Current examples include:

- ❖ About.me
- ❖ Bebo
- ❖ Cafemom
- ❖ Dating sites – various
- ❖ Delicious
- ❖ Facebook
- ❖ Flickr
- ❖ Instagram
- ❖ Itsmv
- ❖ LinkedIn
- ❖ MySpace
- ❖ Mumsnet
- ❖ Pinterest
- ❖ School email accounts
- ❖ Tumblr
- ❖ Twitter
- ❖ WhatsApp
- ❖ YouTube ... and many more

All of these allow users to exchange views, ideas and comments and upload photos, videos and other media packages.

As an individual, you are entitled to use Social Media for your own interests and communication with friends and family.

As a member of staff employed in a school, you have a legal duty to use Social Media responsibly and professionally.

You therefore have a responsibility to balance personal use of Social Media with your professional duties.

Failure to do so could lead to disciplinary procedures.

Safe Use of Social Media for Staff, Governors and PTA

When is there a conflict between personal use of Social Media and my professional role?

You must have privacy settings in place to ensure it is secure.

Who are we likely to contact?	What is appropriate contact?	What is inappropriate contact?
Pupils	Staff must not use Social Media, e.g. Facebook, with pupils or former pupils.	
Family members	Privacy settings should be secure. Exchanging personal family matters and news.	It is illegal to contact children in your family on Social Media if they are under the age of 13.
Family members who work at the school	Privacy settings should be secure. Exchanging personal family matters and news.	Never exchange any information about school, staff or pupils or name the school.
Friends from outside of school	Privacy settings should be secure. Exchanging personal matters and news.	Never exchange any information about school, staff or pupils or name the school.
Friends who are staff at the school	Privacy settings should be secure. Exchanging personal matters and news.	Never exchange any information about school, staff or pupils or name the school. Never exchange any photos or information that could bring yourself or the school or individual pupils into disrepute.
Friends who are parents in this school	School strongly advises to avoid the use of Social Media with parents of the school	Never exchange any information about school, staff or pupils or name the school. Never exchange any photos or information that could bring yourself or the school or individual pupils into disrepute.
Governors of the school	School strongly advises to avoid the use of Social Media with Governors of the school.	Never exchange any information about school, staff or pupils or name the school. Never exchange any photos or information that could bring yourself or the school or individual pupils into disrepute.
Members of the local community	School strongly advises to avoid the use of Social Media with members of the local community.	Never exchange any information about school, staff or pupils or name the school. Never exchange any photos or information that could bring yourself or the school or individual pupils into disrepute.

As a member of the school it is part of your practice to communicate with parents and staff. This should only be done by using the school email account following the school policy (please refer to the Staff ICT Acceptable Use Policy).

Avoid:

The following is a list of activities which you must avoid for legal reasons:

- ❖ Uploading of photographs and videos of children in the school under any circumstances.
- ❖ Use of unprofessional language about the working of the school which is likely to cause offence.
- ❖ Any statement which is factually incorrect and is not supported by substantiated evidence.
- ❖ Any comment which contravenes protected characteristics as defined in the Equality Act 2010, relating to:
 - Age
 - Disability
 - Gender Reassignment
 - Marriage and Civil Partnership
 - Pregnancy and Maternity
 - Race
 - Religion and Belief
 - Sex
 - Sexual Orientation
- ❖ Any Social Media contact with a child under the age of 13.
- ❖ Any comment that could incite hatred or violence or could be interpreted as extremist.
- ❖ Any communication which is likely to reflect badly on school, the conduct of staff in school, or the pupils.
- ❖ No posting should be made that relates in any way to school life.