Social Media Policy

Reviewed bi-annually

Approved by Governing Body on 17.3.26

Date of next review March 2028

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1 INTRODUCTION

1.1 The internet provides a range of social media tools that allow users to interact with one another, for example from rediscovering friends on social networking sites such as *Meta* (previously known as *Facebook),* to keeping up with other people's lives on X (previously known as *Twitter)* and maintaining pages on internet encyclopedias such as *Wikipedia*.

1.2 While recognising the benefits of these media for new opportunities for communication, this policy sets out the principles that Edinburgh Primary School staff and contractors are expected to follow when using social media.

1.3 It is crucial that pupils, parents and the public at large have confidence in the school's decisions and services. The principles set out in this policy are designed to ensure that staff members use social media responsibly so that confidentiality of pupils and other staff and the reputation of the school is safeguarded.

1.4 Staff members must be conscious at all times of the need to keep their personal and professional lives separate.

2 Rationale

2.1 This policy applies to Edinburgh Primary School's governing body, all teaching and other staff, external contractors providing services on behalf of the school, teacher trainees and other trainees, volunteers and other individuals who work for or provide services on behalf of the school. These individuals are collectively referred to as 'staff members' in this policy.

2.2 This policy covers personal use of social media as well as the use of social media for official school purposes, including sites hosted and maintained on behalf of the school.

2.3 This policy applies to personal webspace such as social networking sites (for example *Meta)*, blogs, microblogs such as *X*, chatrooms, forums, podcasts, open access online encyclopaedias such as *Wikipedia,* social and content sharing sites such as *flickr* and *YouTube*. The internet is a fast-moving technology and it is impossible to cover all circumstances or emerging media - the principles set out in this policy must be followed irrespective of the medium.

3 LEGAL FRAMEWORK

3.1 Edinburgh Primary School is committed to ensuring that all staff members provide confidential services that meet the highest standards. All individuals working on behalf of the school are bound by a legal duty of confidence and other laws to protect the confidential information they have access to during the course of their work. Disclosure of confidential information on social media is likely to be a breach of a number of laws and professional codes of conduct, including:

- the Human Rights Act 1998
- Common law duty of confidentiality, and
- the Data Protection Act 1998.

3.2 Confidential information includes, but is not limited to:

- Person-identifiable information, e.g. pupil and employee records protected by the Data Protection Act 1998
- Information divulged in the expectation of confidentiality
- School business or corporate records containing organisationally or publicly sensitive information
- Any commercially sensitive information such as information relating to commercial proposals or current negotiations, and
- Politically sensitive information.

3.3 Staff members should also be aware that other laws relating to libel, defamation, harassment and copyright may apply to information posted on social media, including:

- Libel Act 1843
- Defamation Acts 1952 and 1996
- Protection from Harassment Act 1997
- Criminal Justice and Public Order Act 1994
- Malicious Communications Act 1998
- Communications Act 2003, and
- Copyright, Designs and Patents Act 1988.

4 RELATED POLICIES

4.1 This policy should be read in conjunction with the following school policy:

- Use of ICT policy
- Online Safety policy
- Safeguarding policy

5 PRINCIPLES – *BE PROFESSIONAL, RESPONSIBLE AND RESPECTFUL*

5.1 You must be conscious at all times of the need to keep your personal and professional lives separate. You should not put yourself in a position where there is a conflict between your work for the school and your personal interests.

5.2 You must not engage in activities involving social media which might bring Edinburgh Primary School into disrepute.

5.3 You must not represent your personal views as those of Edinburgh Primary School on any social medium.

5.4 You must not discuss personal information about pupils, Edinburgh Primary School staff and other professionals you interact with as part of your job on social media.

5.5 You must not use social media and the internet in any way to attack, insult, abuse or defame pupils, their family members, colleagues, other professionals, other organisations or Edinburgh Primary School.

6 PERSONAL USE OF SOCIAL MEDIA

6.1 Staff members must not identify themselves as employees of Edinburgh Primary School or service providers for the school in their personal webspace. Staff should, though, assume that it is known that they work for Edinburgh Primary School as a search on the internet will usually reveal who you work for.

6.2.1 Staff members must not have contact through any personal social medium with any pupil or carer, whether from Edinburgh Primary School or any other school, unless the pupils or carers are family members.

6.2.2 Edinburgh Primary School does not expect staff members to discontinue contact with their family members via personal social media once the school starts providing services for them. However, any information staff members obtain in the course of their employment must not be used for personal gain nor be passed on to others who may use it in such a way.

6.3 Staff members must not have any contact with pupils' family members through personal social media if that contact is likely to constitute a conflict of interest or call into question their objectivity.

6.4 If staff members wish to communicate with pupils through social media sites or to enable pupils to keep in touch with one another, they can only do so with the approval of the school and through official school sites (such as Gmail accounts linked to Google Classroom).

6.5 Staff members must decline 'friend requests' from pupils they receive in their personal social media accounts.

6.5.1 On leaving Edinburgh Primary School's service, staff members must not contact Edinburgh Primary School pupils by means of personal social media sites. Similarly, staff members must not contact pupils from their former schools by means of personal social media.

6.6 Information staff members have access to as part of their employment, including personal information about pupils and their family members, colleagues and school information must not be discussed on their personal webspace.

6.7 Photographs, videos or any other types of image of pupils and their families or images depicting staff members wearing school uniforms or clothing with school logos must not be published on personal webspace.

6.8 School email addresses and other official contact details must not be used for setting up personal social media accounts or to communicate through such media.

6.9 Staff members must not edit open access online encyclopedias such as *Wikipedia* in a personal capacity at work. This is because the source of the correction will be recorded as the employer's IP address and the intervention will, therefore, appear as if it comes from the employer itself (Edinburgh Primary School).

6.9.1 Edinburgh Primary School logos or brands must not be used or published on a personal webspace.

6.10 Edinburgh Primary School does not expect staff to use social media for personal use during directed hours; staff members are obviously expected to devote their contracted hours of work to their professional duties.

6.11 Caution is advised when inviting work colleagues to be 'friends' in personal social networking sites. Social networking sites blur the line between work and personal lives and it may be difficult to maintain professional relationships in the work place.

6.12 Staff members are strongly advised to ensure that they set the privacy levels of their personal sites as strictly as they can and to opt out of public listings on social networking sites to protect their own privacy. Staff members should keep their passwords confidential, change them often and be careful about what is posted online; it is not safe to reveal home addresses, telephone numbers and other personal information. It is a good idea to use a separate email address just for social networking so that any other contact details are not given away.

7 USING SOCIAL MEDIA ON BEHALF OF EDINBURGH PRIMARY SCHOOL

7.1 Staff members can only use official school sites for communicating with pupils, parents and other groups interested in the life of the school.

7.2 There must be a strong pedagogical or business reason for creating official school sites to communicate with pupils or others. Staff must not create sites for trivial reasons which could expose the school to unwelcome publicity or cause reputational damage.

7.3 Official school sites must be created with the permission of the Headteacher. Sites created must not breach the terms and conditions of social media service providers, particularly with regard to minimum age requirements.

7.4 Staff members must at all times act in the best interests of children and young people when creating, participating in or contributing content to social media sites.

8 MONITORING OF INTERNET USE

8.1 Edinburgh Primary School monitors usage of its internet and email services without prior notification or authorisation from users.

8.2 Users of Edinburgh Primary School email and internet services should have no expectation of privacy in anything they create, store, send or receive using the school's ICT system.

9 BREACHES OF THE POLICY

9.1 Any breach of this policy may lead to disciplinary action being taken against the staff member/s involved in line with Edinburgh Primary School's Disciplinary Policy and Procedure.

9.2 A breach of this policy leading to breaches of confidentiality, or defamation or damage to the reputation of Edinburgh Primary School or any illegal acts or acts that render Edinburgh Primary School liable to third parties may result in disciplinary action or dismissal.

9.3.1 Contracted providers of Edinburgh Primary School services must inform the relevant school officer immediately of any breaches of this policy so that appropriate action can be taken to protect confidential information and limit the damage to the reputation of the school. Any action against breaches should be according to contractors' internal disciplinary procedures.

APPENDIX A

Requirements for creating social media sites on behalf of Edinburgh Primary School

A.1 CREATION OF SITES

A.1.1 Staff members participating in social media for work purposes are expected to demonstrate the same high standards of behaviour as when using other media or giving public presentations on behalf of Edinburgh Primary School.

A.1.2 Prior to creating a site, careful consideration must be given to the purposes for using social media and whether the overall investment is likely to be worthwhile for achieving the proposed pedagogical outcome. A prime example would be the creation of social media pages to update parents on residential trips.

A.1.3 The proposed audience and level of interactive engagement with the site, for example whether pupils, school staff or members of the public will be able to contribute content to the site, must be discussed with the school's Headteacher.

A.1.4 Staff members must consider how much time and effort they are willing to commit to the proposed site. They should be aware that maintaining a site is not a one-off task, but involves a considerable time commitment.

A.1.5 The Headteacher must take overall responsibility to ensure that enough resources are provided to keep the site refreshed and relevant. It is important that enough staff members are trained and are able to maintain and moderate a site in case of staff absences or turnover.

A.2 CHILDREN AND YOUNG PEOPLE

A.2.1 When creating social media sites for children and young people and communicating with them using such sites, staff members must at all times be conscious of their responsibilities; staff must always act in the best interests of children and young people.

A.2.2 When creating sites for children and young people, staff members must be alert to the risks to which young people can be exposed. Young people's technical knowledge may far exceed their social skills and awareness – they may post sensitive personal information about themselves, treat online 'friends' as real friends, be targets for 'grooming' or become victims of cyberbullying.

A.2.3 If children and young people disclose information or display behaviour or are exposed to information or behaviour on these sites that raises safeguarding or other concerns, appropriate authorities must be informed immediately. Failure to do so could expose vulnerable young people to risk of harm.

A.2.4 Staff members must ensure that the sites they create or contribute to for work purposes conform to the *Good Practice Guidance for the Providers of Social Networking and Other User Interactive Services* (Home Office Task Force on Child Protection on the Internet, 2008)

A.2.5 Staff members must also ensure that the webspace they create on third party sites comply with the site owner's minimum age requirements (this is often set at 13 years). Staff members must also consider the ramifications and possibilities of children under the minimum age gaining access to the site.

A.2.6 Care must be taken to ensure that content is suitable for the target age group and contributors or 'friends' to the site are vetted.

A.2.7 Careful thought must be given to the profile of young people when considering creating sites for them. For example, the internet may not be the best medium to communicate with vulnerable young people (or indeed any age group) receiving confidential and sensitive services from the school. It may not be possible to maintain confidentiality, particularly on third-party-hosted sites such as social networking sites, where privacy settings may not be strong enough to prevent breaches of confidentiality, however inadvertent. If in doubt, you must seek advice from the Headteacher.

A.3 APPROVAL FOR CREATION OF OR PARTICIPATION IN WEBSPACE

A.3.1 Edinburgh Primary School social media sites can be created only by or on behalf of the school. Site administrators and moderators must be Edinburgh Primary School employees or other authorised people such as governors.

A.3.2 Approval for creation of sites for work purposes, whether hosted by the school or hosted by a third party such as a social networking site, must be obtained from the Headteacher.

A.3.3 Approval for participating, on behalf of Edinburgh Primary School, on sites created by third parties must be obtained from the Headteacher.

A.3.4 Content contributed to own or third-party hosted sites must be discussed with and approved by the Headteacher.

A.3.5 The school's Headteacher must be consulted about the purpose of the proposed site and its content. In addition, the Headteacher approval must be obtained for the use of the school logo.

A.3.7 Be aware that the content or site may attract media attention. All media enquiries must be forwarded to the Headteacher immediately. Staff members must not communicate with the media without the advice or approval of the Headteacher.

A.4 CONTENT OF WEBSPACE

A.4.1 Staff members must not disclose information, make commitments or engage in activities on behalf of Edinburgh Primary School without authorisation.

A.4.2 Information provided must be worthwhile and accurate; remember what is published on the site will reflect on the school's image, reputation and services.

A.4.3 Stay within the law and be aware that child protection, privacy, data protection, libel, defamation, harassment and copyright law may apply to the content of social media.

A.4.4 Staff members must respect their audience and be sensitive in the tone of language used and when discussing topics that others may find controversial or objectionable.

A.4.5 Permission must be sought from the relevant people before citing or referencing their work or referencing service providers, partners or other agencies.

A.4.6 Edinburgh Primary School-hosted sites must always include the school logo to ensure transparency and confidence in the site. The logo should, where possible, link back to the relevant page on the school website.

A.4.7 Staff members participating in Edinburgh Primary School-hosted or other approved sites must identify who they are. They must disclose their positions within the school on these sites.

A.4.8 Staff members must never give out their personal information such as home contact details or home email addresses on these sites.

A.4.9 Personal opinions should not be expressed on official sites.

A.5 CONTRIBUTORS AND MODERATION OF CONTENT

A.5.1 Careful consideration must be given to the level of engagement of contributors – for example whether users will be able to add their own text or comments or upload images.

A.5.2 Sites created for and contributed to by pupils must have the strongest privacy settings to prevent breaches of confidentiality.

A.5.3 The content and postings in Edinburgh Primary School -hosted sites must be moderated.

A.5.4 For third-party-hosted sites such as social networking sites used for work purposes, the responsibility for protection and intervention lies first with the host site itself. However, different sites may have different models of intervention and it is ultimately the responsibility of the staff member creating the site to plan for and implement

additional intervention, for example in the case of content raising child safeguarding concerns or comments likely to cause offence.

A.5.5 Behaviour likely to cause extreme offence, for example racist or homophobic insults, or likely to put a young person or adult at risk of harm must never be tolerated. Such comments must never be posted or removed immediately and appropriate authorities, for example the Police or Child Exploitation and Online Protection Centre (CEOP), informed in the case of illegal content or behaviour.

A.5.6 Individuals wishing to be 'friends' on a site must be checked carefully before they are approved. Their comments must be reviewed regularly and any that are not appropriate must not be posted or removed.

A.5.7 Any proposal to use social media to advertise for contributors to sites must be approved by the school's Headteacher.