



Social Networking Policy

Gaer Primary School

**In the context of this policy “everyone” refers to members of staff, governors and anyone working in a voluntary capacity at the school.*

1.0 Introduction

Social networking activities conducted online outside work, such as blogging, involvement in social networking sites such as Facebook or Twitter and posting material, images or comments on sites such as You Tube can have a negative effect on an organisation’s reputation or image. In addition, Gaer Primary has a firm commitment to safeguarding children in all aspects of its work. This policy has been written to set out the key principles and code of conduct that we expect of everyone* with respect to their responsibilities in connection with the use of social networking sites.

2.0 Key Principles

- Everyone* at Gaer Primary has a responsibility to ensure that they protect the reputation of the school, and to treat colleagues and members of the school with professionalism and respect.
- It is important to protect everyone* at Gaer Primary from allegations and misinterpretations which can arise from the use of social networking sites.
- Safeguarding children is a key responsibility of all members of staff and it is essential that everyone* at Gaer Primary considers this and acts responsibly if they are using social networking sites out of school. Anyone working in the school either as a paid employee or volunteer must not communicate with children via social networking.
- This policy relates to social networking outside work. Blogging and accessing social networking sites at work using school equipment is not permitted. Twitter and YouTube are allowed to be used in line with school guidelines.

3.0 Code of Conduct for Everyone*

The following are considered not acceptable at Gaer Primary School:

- The use of the school’s name, logo, or any other published material without written prior permission from the Headteacher. This applies to any published material including the internet or written documentation.
- The posting of any communication or images which links the school to any form of illegal conduct or which may damage the reputation of the school. This includes defamatory comments.
- The disclosure of confidential or business-sensitive information; or the disclosure of information or images that could compromise the security of the school.
- The posting of any images of employees, children, governors or anyone directly connected with the school whilst engaged in school activities.

In addition to the above everyone* at Gaer Primary School must ensure that they:

- Do not make any derogatory, defamatory, rude, threatening or inappropriate comments about the school, or anyone at or connected with the school.

- Use social networking sites responsibly and ensure that neither their personal / professional reputation, nor the school's reputation is compromised by inappropriate postings.
- Are aware of the potential of on-line identity fraud and to be cautious when giving out personal information about themselves which may compromise their personal safety and security.

4.0 Potential and Actual Breaches of the Code of Conduct

In instances where there has been a breach of the above Code of Conduct, the following will apply:

- Any breaches of this policy will be fully investigated. Where it is found that there has been a breach of the policy the Governing Body will take appropriate action in order to protect the school's reputation and that of its staff, parents, governors, children and anyone else directly linked to the school.

5.0 Administration Information

This policy was created on **1st February 2015** by Mr M. Coles.

This policy was presented and accepted by the Governing Body on **12th February 2015**

This staff were made aware of this policy on 11th March **2015**

This policy will be reviewed in **January 2016**.

6.0 Signatures

Headteacher

Staff Member

Governor

Mr M Coles
February 2015