



## St Illtyd's Catholic High School

### E-Safety and Social Media Policy December 2020

#### 1. E-Safety

St Illtyd's Catholic High School believes that online safety (E-Safety) is an essential element of safeguarding children and adults in the digital world, when using technology such as computers, mobile phones or games consoles.

E-safety may be described as the school's ability:

- to protect and educate pupils and staff in their use of technology
- to have the appropriate mechanisms to intervene and support any incident where appropriate.
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The breadth of issues classified within e-safety is considerable, but can be categorised into three areas of risk:

- **content:** being exposed to illegal, inappropriate or harmful material
- **contact:** being subjected to harmful online interaction with other users
- **conduct:** personal online behaviour that increases the likelihood of, or causes, harm.

In this respect, E-Safety must be regarded as a Safeguarding issue rather than an ICT issue.

The school recognises that the internet and information communication technologies are an important part of everyday life, so children must be supported to be able to learn how to develop strategies to manage and respond to risk in order that they can be empowered to build resilience online.

Key responsibilities for staff include:

1. Contributing to the development of online safety policies.
2. Reading the school's Acceptable Use Policies and adhering to them.
3. Taking responsibility for the security of school systems and data.
4. Having an awareness of online safety issues, and how they relate to the children in their care.
5. Modelling good practice in using new and emerging technologies and demonstrating an emphasis on positive learning opportunities rather than focusing on negatives.

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6. Embedding online safety education in curriculum delivery wherever possible.
7. Identifying individuals of concern, and taking appropriate action by working with the designated safeguarding lead.
8. Knowing when and how to escalate online safety issues, internally and externally.
9. Being able to signpost to appropriate support available for online safety issues, internally and externally.
10. Maintaining a professional level of conduct in their personal use of technology, both on and off site.
11. Taking personal responsibility for professional development in this area.

## **2. Social Media (Official School Channels)**

As part of the school's drive to encourage safe and appropriate behaviour in the use of today's technology, all staff will support the school's approach to online safety (e-Safety). The school's social media sites are a public and global communication tool and any content posted (either directly or by quoting) may reflect on the school, its reputation and services.

Staff must not use the school's social media to express any personal opinions or create, transmit, display, publish or forward any material that is likely to harass, cause offence, inconvenience or needless anxiety to any other person, or anything which could bring the school into disrepute.

Staff using the school's social media channels must agree to:

- not disclose information, make commitments or engage in activities on behalf of the school without authorisation from the school Designated Safeguarding Lead and/or the Headteacher. The Headteacher retains the right to remove or approve content posted on behalf of the school.
- ensure that any content posted abides by copyright and intellectual property rights, child protection legislation, privacy and data protection law and other relevant civil and criminal legislation.
- follow the school's policy regarding confidentiality and data protection/use of images. This means ensuring the school has written permission from parents/carers before using images or videos which include any members of the school community. Any images of pupils will be taken on school equipment, by the school and in accordance with the school image policy. Images which include pupils will only be uploaded by the school. These will be for the sole purpose of inclusion on school's social media outlets and will not be forwarded to any other person or organisation.
- promote online safety (e-Safety) in the use of school's social media and will help to develop a responsible attitude to safety online and to the content that is accessed or created. Ensure that the communication has been appropriately risk assessed and approved by a member of SLT prior to use.
- set up a specific account/profile using a school provided email address to administrate the school's account/site/page and use a strong password to secure the account. Personal social networking accounts or email addresses are not to be

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used. The school SLT will have full admin rights to all the school's social media sites/pages/groups.

- ensure that the content and channel is suitable for the audience and will be sensitive in the tone of language used, ensuring content is written in accessible plain English.
- report any accidental access or receipt of inappropriate materials or inappropriate comments to the Headteacher urgently.
- ensure that the school's social media sites/pages are moderated on a regular basis as agreed with the Headteacher.
- read and understand the acceptable use and e-safety policies which cover the requirements for safe ICT use, including using appropriate devices and the safe use of social media. Ensure that the site has been suitably risk assessed and this use has been agreed by the Headteacher.

Any queries or questions regarding safe and acceptable practise online, must be raised with the Headteacher or a member of the Senior Leadership Team.

All electronic communications with pupils, parents/carers and other professionals must only take place within clear and explicit professional boundaries and will always be transparent and open to scrutiny. All communication will take place via school approved communication channels e.g. via a school provided email address or telephone number and not via personal devices or communication channels e.g. personal email, social networking or mobile phones. Any pre-existing relationships or situations that may compromise this will be discussed with the Headteacher or member of the Senior Leadership team.

All "official" St Illtyd's Catholic High School social networking sites must be approved by the Headteacher and should adhere to the following standards:

- Logos and graphics used on the site must be consistent with the branding standards and usage guidelines of the School;
- Sites that accept comments or posts by anyone other than the site administrator must be diligently monitored to ensure that information displayed fits within school guidelines and is appropriate to the subject matter of the page;
- Pupils should not be expected to utilise the site as the only source of important information since pupil access to social networking sites is restricted on the school network.

Where it believes unauthorised and/or inappropriate use of the school's social media sites or unacceptable or inappropriate behaviour may be taking place, the school will exercise the right to ask for the content to be deleted or deactivated.

### **3. Social Media (Personal Accounts)**

St Illtyd's Catholic High School respects the right of employees to use social media and networking sites as well as personal websites and blogs, but it is important that employees' personal use of these sites does not damage the school's reputation, its employees, its pupils or their families.

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Employees should exercise care in setting appropriate boundaries between their personal and public online behaviour, understanding that what is private in the digital world often has the possibility of becoming public, even without their knowledge or consent. The School strongly encourages all employees to carefully review the privacy settings on any social media and networking sites they use and exercise care and good judgment when posting content and information on such sites.

When using a social media site, an employee must not include current or past pupils as “friends,” “followers,” or any other similar terminology used by various sites. If an employee maintains or participates in an online community that extends to persons who are parents, alums, or other constituents, s/he must exercise good judgment about any content that is shared on the site.

Additionally, employees should adhere to the following guidelines, which are consistent with the School’s workplace standards on harassment, pupil relationships, conduct, professional communication, and confidentiality:

- An employee should not make statements that would violate any of the School’s policies, including its policies concerning discrimination or harassment;
- The employee must uphold the School’s value of respect for the individual and avoid making defamatory statements about the School, its employees, its pupils, or their families;
- An employee may not disclose any confidential information of the School or confidential information obtained during the course of his/her employment, about any individuals or organisations, including pupils and/or their families.

If the School believes that an employee’s activity on a social networking site, blog, or personal website may violate the School’s policies, the School may request that the employee cease such activity. Depending on the severity of the incident, the employee may be subject to disciplinary action.

Staff should be aware of and follow any specific additional guidance issued by the Education Workforce Council, such as the [Guide to Using Social Media Responsibly](#). Failure to follow this may have implications on your registration with the EWC.

#### **4. Pupil Use of Social Media**

First and foremost, pupils are encouraged to always exercise the utmost caution when participating in any form of social media or online communications, both within the St Illtyd’s community and beyond.

Pupils who participate in online interactions must remember that their posts reflect on the entire St Illtyd’s Catholic High School community and, as such, are subject to the same behavioural standards set forth in the Code of Conduct.

Pupils are expected to abide by the following:

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1. To protect the privacy of St Illtyd's Catholic High School pupils and staff, pupils may not, under any circumstances, create digital video recordings of School community members either on campus or at off-campus School events for online publication or distribution.
2. Pupils may not use social media sites to publish disparaging or harassing remarks about School community members, athletic or academic contest rivals, etc.
3. Pupils who choose to post editorial content to websites or other forms of online media must ensure that their submission does not reflect poorly upon the school.

Failure to abide by this Policy, as with other policies at St Illtyd's Catholic High School, may result in disciplinary action as determined by the Headteacher.

## **5. Parental Consent**

Written permission from parents or carers will be obtained before photographs of pupils are published. Named images of pupils will only be published with the separate written consent of their parents or carers.

Publishing includes, but is not limited to:

1. the school website / VLE / Moodle;
2. the school's social media channels;
3. the Local Authority web site;
4. web broadcasting;
5. TV presentations;
6. Newspapers.

Pupils' work (e.g. photographs, videos, TV presentations, web pages etc) will only be published if parental consent has been given.

This Policy links with the school's Health and Safety Policy, Acceptable Use Policy and Data Protection Policy.