



## **Staff Social Media Policy**

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### **King David Primary School**

**Approved by:**

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# KDPS Staff Social Media Policy

## Introduction

The purpose of this document is to provide guidance to schools on the appropriate use of social networking and social media by school staff.

At KDPS we have a unique school community in that many teachers are a part of the community that we serve, meaning that they are often times friends with parents and are connected via their social media.

## Purpose

The purpose of this advice note is to guide the judgements of management and staff using social networking sites and the information that they provide through these by:

- Advising management and staff to ensure that children are safeguarded
- Advising management and staff to ensure that the reputation of the school is not adversely affected through use of social networking sites.
- Ensuring that the school is not subject to legal challenge as a result of school employees using and providing information on social networking sites e.g. data protection, discrimination and other sensitive information.

School managers should make all staff aware of this advice note and the expectations of staff conduct related to social networking. For new staff this should form part of their induction.

## Social Media Platforms

Social networking applications include, but are not limited to: Blogs, Online discussion forums, Collaborative spaces, Media sharing services, 'Microblogging' applications and dating apps. Examples include, but are not limited to, Twitter, Instagram, Facebook, YouTube, TikTok, Snapchat, Next Door, Tinder etc

## Staff Conduct

- KDPS expects that the conduct of its employees is such that no justifiable complaint can be made by parents, pupils, colleagues, Governors, other bodies or agencies or members of the community in relation to conduct and behaviour of school staff; this principle applies to the use of social networking sites.
- The way in which school staff present and conduct themselves on social networking sites can have an impact on the public perception of the school and influence the way in which those staff members are perceived by pupils and parents of the school. In their use of social networking sites, staff should be aware that their online behaviour could affect their professional standing, dignity and perception of their integrity.
- It is recommended that school staff take adequate precautions when using social networking sites/applications, both in vetting material that could be connected to them (through their own profile and information added about them) and through the use of appropriate security settings.

- School employees should not be “friends” with or follow pupils or past pupils on social networking sites, as this could be viewed as a safeguarding issue.
- It is recommended that personal accounts of staff are set to private.
- It is recommended that management and school staff do not identify their school on social networking sites as this could directly link their behaviour outside of work with the reputation of the school.
- Staff should not post about the school online in any identifiable way. Children should not be discussed nor should any photos, identifying the school, be posted on personal accounts
- It is recommended that the school identifies a member of their senior leadership team from whom staff can seek advice on their personal use of social networking sites and/or report concerns about the inappropriate use of a social networking site/application by another member of staff.
- Where schools use email and learning platforms to communicate with pupils, e.g. about homework, the Headteacher should set out local guidance around the use of these applications for both pupils and staff.
- Where pupils behave inappropriately with staff this should be reported to a member of the senior leadership team and dealt with through the school’s pupil disciplinary process.