

Dimple Well Infant School

Social Media Policy

2020

Social Media Policy

This policy outlines our purpose in using Twitter as a means of sharing and communicating. This policy relates to staff, children, governors and parents. It explains to explain the benefits of social media and how school is seeking to avoid the potential problems that could arise from its use.

This policy is intended to be read in conjunction with the school's 'E-Safety' and 'Acceptable Internet Use' policies.

Social Media

Social media is a term that refers to websites and applications that enable users to create and share content or to participate in social networking. This encompasses many well-known websites and apps including Twitter, Facebook, Snapchat and YouTube through to lesser known websites and blogs.

Why use Social Media

Dimple Well Infant School will use social media to showcase work, achievements and learning across school. It will also be used to demonstrate safe and responsible use of social media and encourage the use of 21st Century technology.

What is the schools current Social Media presence?

Currently our only presence on Social Media is on Twitter under the account @DimpleWell54. The Computing Subject Leader will review the School's presence on Social media taking into account regularly.

What is Twitter?

Twitter is an online news and social networking service where users post and interact with messages, "tweets", restricted to 140 characters. Tweets can include photographs and links to other websites. Registered users can post tweets and reply to those of others, but those who are unregistered can only read them. Twitter accounts can be private or public. Public accounts are viewable and searchable by anyone whilst private accounts can only be viewed once the viewer has 'requested to follow' and been accepted as a follower.

The schools twitter account is private amongst Dimple Well parents/carers, with the general public unable to access any aspect of the account. The only exceptions to this may be if we do some collaborative work with another school, or if we set up a link and share work with an outside agency such as an author or sportsperson. We will only accept follow requests from parents and carers.

Who is responsible for the account?

Content for the Schools twitter account will be uploaded by staff across the school. Tweets and the management of the account will be monitored by the Computing Subject Leader, Head Teacher and Deputy Head Teacher.

Staff uploading content and images to twitter will be responsible for the content they upload, security of any portable devices with access to the twitter account and the posting of children's pictures only where consent has been obtained from parents. Tweets will be checked by another member of staff before posting.

When and Where?

Dimple Well Infant School encourages the use of Twitter to share experiences of Educational Visits and sporting events. However, for safeguarding reasons, posts will not be made about forthcoming visits and no posts will be made from an offsite location until children have departed that location.

Staff will only use school devices to access the school twitter. In the event of a Safeguarding issue, relating to the school twitter and a school device is not accessible; the account may be accessed by an approved member of staff using a personal device in order to take appropriate swift action. The login details for the account must then be removed from that device.

Who can be named?

When tweeting, a child's name will never be displayed alongside a picture of the child. This applies to any names that may be viable in the picture EG: a name badge.

A list has been compiled of children who are not to have their photographs published on the Internet (including Twitter). This list is stored in the pastoral file in each classroom. Staff are responsible for ensuring pictures are only posted with permission.

Who does @DimpleWell54 follow?

Dimple Well Infant School will not actively seek to follow any accounts. However, from time to time-appropriate educational accounts, persons of relevance and places of relevance may be 'mentioned' in a tweet or retweeted.

What happens in the event of an incident?

Interactions on social media should be positive. The following list will be deemed as inappropriate:

- Offensive language.
- Unsuitable images and content.
- Content that infringes copyright
- Comments that aim to undermine the school, its staff, parents, governors or others affiliated with the school.

Any inappropriate content and interactions should be recorded on an orange E-Safety form and handed to the Computing Subject Leader, who will delete or block the inappropriate material. If the Subject Leader is unavailable, the orange form should be passed directly to the Designated Safeguarding Lead. If the matter relates to a clear safeguarding matter, a yellow form should be completed and passed directly to the Designated Safeguarding Lead as outlined in the Child Protection Policy.

Depending on the nature of the comment, the Computing leader and SLT may reported inappropriate content to Twitter or an appropriate authority as per the 'Acceptable Internet Use Policy'.