



Wood Lane Primary School

"Dare to Dream. Believe & Achieve"

Social Media Policy

2016-17



Wood Lane Primary School, Apedale Road, Stoke-on-Trent, ST7 8PH
01782 720487 office@woodlane.staffs.sch.uk www.woodlane.staffs.sch.uk

Social Media Acceptable Use Policy for parents, pupils and staff

Guidelines for Staff

- Always adhere to school's ICT code of conduct
- Photographic material and/or video footage that include pupils must NOT be taken using your PERSONAL equipment (e.g. mobile phones, ipads, tablets or camcorders).
- Remember posts/tweets/blogs are an extension of your classroom. What is inappropriate in your classroom should be deemed inappropriate online.
- Wall posts and descriptions should portray you in a professional manner.
- Do not post personally identifiable student information of any kind - you MAY use first names and year groups.
- No tagging of other staff without their permission.
- Pupils must NOT be tagged in any photograph that is uploaded onto Wood Lane's social media channels.
- Do not post confidential information about students, staff or the school.
- Use of profanity or threatening language is forbidden.
- Under no circumstances should negative comments be made about students, parents or other staff.
- Be respectful of the opinions of others in your posts or comments.
- Do not post personal information about current or past members of staff.
- Do not post your personal information on the school social media platforms.
- When posting personal opinions please remember that you are representing the school.
- Passwords and other login information must be confidential at all times and kept in a safe place.
- Staff should communicate with students ONLY through the school social media accounts, and not through personal accounts (Friending/following/liking student's personal accounts is forbidden).
- Staff are advised to ensure privacy settings of their personal social media accounts/pages are limited to 'friends'.
- Respect brand, trademark, copyright information and/or images of the school (if applicable).
- When using a hyperlink, be sure that the content is appropriate. Always view where the hyperlink takes you before you share it.
- Users should not take credit for things they didn't create themselves, or misrepresent themselves as an author or creator of something found online. Research conducted via the Internet should be appropriately cited, giving credit to the original author.

Guideline for Students

- Always adhere to school's ICT code of conduct.
- Pupils must NOT be tagged in any photograph that is uploaded onto Wood Lane's social media channels.
- Students shall continue to adhere to school's policy on use of personal data.
- Students are expected to, and must adhere to, terms and conditions of use (including age restrictions) as agreed when they sign up to Facebook, Twitter, Pinterest, or any of the other social media platforms.
- Do not post photos of other students or tag other students without their permission.
- Only school-related content is permitted – content relating to personal issues or concerns is not permitted and may be removed by the administrator of the page.
- Do not engage in any abusive, threatening, unkind or bullying behaviour.
- Use of profanity or threatening language is forbidden.
- Under no circumstances should negative comments be made about staff, parents or other students.
- Your online behaviour should reflect the same standards of honesty, respect and consideration that you use face-to-face.
- Be respectful of the opinions of others in your posts or comments.
- Students are advised to ensure privacy settings of their personal social media accounts/pages are limited to 'friends'.
- 'Events' pages will not be used as a sole tool to confirm attendance at school events.
- Passwords and other login information must be confidential at all times and kept in a safe place.
- Unless otherwise started by teachers or other staff, use of social media shall not be permitted during classroom hours.
- Users should not take credit for things they did not create themselves, or misrepresent themselves as an author or creator of something found online. Research conducted via the Internet should be appropriately cited, giving credit to the original author.

Guideline for Parents

- The school will monitor content and activity on Wood Lane's social media platforms. However, it is not responsible for improper use of social media by students.
- It is the responsibility of parents/guardians to monitor their daughter's activities on social media.
- Do not use profanity or engage in any abusive, threatening or bullying behaviour.
- Only school-related content will be permitted – content relating to personal issues or concerns is not permitted and may be removed by the administrator of the account.
- Under no circumstances should negative comments be made about students, staff or other parents.
- Be respectful for the opinions of others in your posts or comments.
- Users should not take credit for things they did not create themselves, or misrepresent themselves as an author or creator of something found online. Research conducted via the Internet should be appropriately cited, giving credit to the original author.
- Please do not post photographs of other pupils.

Social Media Acceptable Use Policy and User Agreement Parental Agreement

As the parent / guardian of, I have read the school's Social Media Acceptable Use Policy document and accept its contents. I agree to support the implementation of the school's safeguards as laid out therein for the duration of her attendance at the school.

Parent/Guardian's Name

Signature

Date

Completed copies of this form should be returned to the School Office at Wood Lane's School.

Social Media Acceptable Use Policy and User Agreement Pupil Agreement

I have read the School's Social Media Acceptable Use Policy document and agree to observe the terms and conditions therein.

Pupil Name

Signature

Date

Completed copies of this form should be returned to the School Office at Wood Lane's School.

Social Media Acceptable Use Policy and User Agreement Staff Agreement

I have read the School's Social Media Acceptable Use Policy document and agree to observe the terms and conditions therein.

Name

Signature

Date

Completed copies of this form should be returned to the School Office at Wood Lane's School.

Review Date: October 2018