Bromley Heath Infant School

Social Media Guidelines

Social media is a common feature of many people's lives and is a way of keeping in touch and a source of information.

However, as a school we need to ensure the safety of the children in our care and safeguard confidential information. We already teach the children how to keep themselves safe online and you can support this at home by showing your children how you communicate responsibly on line.

We have created a set of simple guidelines to enable you to keep your child safe and protect you from the possible consequences of your online actions. There have been several high profile cases in the media where people making offensive comments on social media have been prosecuted.

We always encourage you to talk to the school if you have any concerns. If you do make comments online about the staff or school we ask that you follow the guidelines below.There are two parts of this guidance. The first part is about parent/carer responsibilities. The second is information about what staff are expected to do if they use social media, or come across information about the school (children, parents or staff) on social media.

Guidelines for Parents and Carers

- At all times be respectful of others.
- Never include children's full names (even your own children's).
- If there is something you are concerned about in school please contact the school to sort it out rather than discussing it, for example on Facebook .
- Everyone who adds to online sites is responsible for any comments posted under their name.
- If you are aware that sites are being misused you have a responsibility to report this.
- If an online conversation looks as if it might be derogatory you should not get involved in the discussion and refer the comments to the school.
- You should not accept children as friends on a social networking media site.
- If you want to set up a site that refers to your child's school then please let the school know.
- If you are using social networking sites for school purposes remember that this is a school not personal area so personal comments should not be posted.
- Also if the site is representing the school then please make sure that the good name of the school is preserved and not brought into disrepute.

Staff and Volunteer Responsibilities

- No member of staff or volunteer is allowed to discuss any matter to do with pupils, staff or parents/carers through social media because of safeguarding requirements. This includes tagging photographs etc.

- Some members of staff or volunteers may have social network accounts as a parent or member of local community group. They must not respond to any comments about the school they come across.
- Staff and volunteers are obliged to inform the school leadership of any concerns they have about comments being made by others.
- Staff have a duty to monitor online spaces and report anything of concern to the school leadership.

The school will always request that any inaccurate or offensive postings are removed. If necessary in an extreme case the school will take legal advice.

The school also subscribes to an online program that alerts us of any social media activity involving the school.

Thank you for your understanding and support.

The Dfe has issued specific guidance for parents about cyberbullying of children and adults and can be downloaded via the link below.

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/444865/Advice_for_parents_on_cyberbullying.pdf

This guidance has been agreed by staff and governors and will be reviewed periodically.

Adopted: Date: Signed:

Review	Date	Signature