



Lumen Learning Trust
Learning together for a brighter future

Social Media & Networking for School Use Policy

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REVIEW DATE Biennial	2 nd April 2022		
SIGNED EXECUTIVE PRINCIPAL	Mary Ellen McCarthy 	DATE	2 nd April 2020
SIGNED CHAIR OF DIRECTORS	Ray Vango 	DATE	2 nd April 2020

1. Introduction

- 1.1. The Lumen Learning Trust understands that the widespread availability and use of social networking applications bring opportunities to understand, engage and communicate with audiences in new ways. It is important that we are able to use these technologies and services effectively and flexibly. However, it is also important to ensure that we balance this with our reputation.
- 1.2. This policy is to protect staff and advise school leadership on how to deal with potential inappropriate use of social networking sites. The requirements contained in this policy aim to provide balance to support innovation whilst providing a framework of good practice with the purpose to ensure:
 - 1.2.1. That the Trust and it's schools are not exposed to legal risks
 - 1.2.2. That the reputation of the Trust and it's schools are not adversely affected
- 1.3. The Lumen Learning Trust has social networking accounts set up to provide parents with information and share images of the school day, enabling us to communicate more effectively with parents.
- 1.4. Social networking accounts can refer to any social media application or account in use at the time in question.
- 1.5. Pages are led by the specific Headteacher of each school. Pages are managed by each school Senior Leadership Team which falls under the responsibility of the Headteacher.
- 1.6. Posts will include updates on everyday school life, activities, clubs, events, useful information and websites, advice, suggestions, songs, books and photographs of activities.
- 1.7. The pages are designed to:
 - Inform, engage and communicate with parents, carers and other interested parties
 - Recognise, celebrate and promote the work of the school and its students
 - Communicate and reinforce school policies and good practice

2. Definitions

- 2.1. To avoid ambiguity, definitions of some of the key terms in relation to this policy are provided below:
 - 2.1.1. Social networking/social media: The use of dedicated websites and applications to interact with other users, or to find people with similar interests to one's own. These include, but are not limited to:
 - 2.1.1.1. Blogs, e.g. Blogger
 - 2.1.1.2. Online discussion forums, e.g. netmums.com
 - 2.1.1.3. Collaborative spaces e.g. Facebook
 - 2.1.1.4. Media sharing services, e.g. YouTube
 - 2.1.1.5. 'Micro-blogging' applications, e.g. Twitter
 - 2.1.2. Child's image: A representation of the external form of a child such as a digital photograph or video, including their face.
 - 2.1.3. Administrator: a designated staff member granted permission by the Headteacher to access, add, edit or remove content on a page.
 - 2.1.4. Page: a social media account created, managed and representative of a school
 - 2.1.5. Users: this includes all Trust and school stakeholders including staff, governors, directors, pupils and their parents.

3. Access to Official School Social Media Accounts

- 3.1. The Headteacher and Senior Leadership Team of each Lumen Learning Trust school may have access to official school social networking accounts on their school PC/laptop and personal mobile device. The accounts used may vary from school to school, depending on the requirements of their school community. All devices must be sufficiently password protected to insure against unauthorised access.
- 3.2. Other staff and students must not have unsupervised access to these accounts.
- 3.3. Under no circumstance should a school account be accessed via a staff family member device which could then compromise future secure access.
- 3.4. Usernames and passwords will be stored in a secure location in the school office and will be divulged only to those that have access to social media accounts.
- 3.5. Passwords must not use an easily recognisable format.

4. Child Image/Name Consent

4.1. Seeking Permission

The safeguarding of our children is of paramount importance and we take seriously the right of Parents and Carers to protect the identity of their child(ren). As such, we will request signed written permission at the time your child starts at a Lumen Learning Trust school for the school to use:

- Their child's image and name within the school environment.
- The child's name (without image) in school printed publications.
- Their child's image (without identifying name) in school printed publications, the website and on school social media, such as Facebook and Twitter.
- Their child's image (with identifying name) being photographed or filmed in press or media events, such as newspaper articles, agreed by the school after confirming additional parental consent has been given.

5. Posts and Comments

- 5.1. The Headteacher will decide on and authorise Administrators that will be responsible for updating pages on a regular basis. The Administrators will communicate in a positive, accurate, respectful and responsible manner. They will uphold and promote the values of the Trust vision as well as their tailored individual school vision at all times.
- 5.2. Posts and/or comments should not include any forenames of staff.
- 5.3. Parents and carers will not be able to post their thoughts and ideas on a page but will be able to like and share postings. We would request that they do so in a positive, respectful and constructive manner.
- 5.4. If followers have any specific concerns, particularly related to their own or other child/children, we ask that they do not post these on any personal page timeline and instead encourage them to speak directly to the Headteacher or Senior leadership Team member.
- 5.5. Under no circumstances should any child/children be described on social media without specific additional parental consent. This is due to data protection and the legal responsibility we have to keep children safe.

5.6. All users must operate within the Lumen Learning Trust's Equality Policy.

6. Photographs and videos

- 6.1. Parents are asked to fill in a permission form when their child starts school for the school to use their child's photograph on school publicity materials including social media.
- 6.2. Only authorised administrators have permission to upload photographs and videos on to the page. This is because they are aware of the parental permissions held by the school.
- 6.3. No-one else is permitted to post any photographs or videos on to a page. The setting allowing people to post or tag photos will be turned off if available.
- 6.4. No child(ren) should be tagged in relation to a photo directly on the page. However, there may be links to the school website or to third party articles (e.g. local newspaper articles) where children may be photographed and/or named.

7. Site moderation

- 7.1. Pages will be moderated by Administrators that are authorised by the Head Teacher.
- 7.2. Updates will occur daily wherever possible.
- 7.3. Accounts will be policed outside of school hours by Administrators.
- 7.4. All visitors to a page are asked to inform the Head Teacher of any inappropriate comments, behaviour or concerns they have relating to the page.
- 7.5. The page profanity filter will be set to 'strong'.
- 7.6. Applicable private message permissions will be turned off.
- 7.7. Permission to post on pages or accounts, wherever possible, will be limited by settings to School only. In the event where settings do not allow this, posts or messages by anyone else will be removed if they are deemed to include any of the following:
 - Names of staff, children or their families
 - Defamatory remarks about school or members of its community.
 - Offensive, insulting and/or abusive remarks about school or members of its community.

8. Misuse by a user external to the Lumen Learning Trust or any of its schools

- 8.1. In the event that an inappropriate or offensive comment is made it will be recorded by an Administrator (screen shot) and brought to the urgent attention of the Head Teacher of the applicable school the post refers to. The Head Teacher will speak to the individual(s) involved and explain the purpose and ethos of the page, and why their comment / behaviour is inappropriate or offensive. The individual will be requested to remove the posting. Ultimately, the Headteacher and Senior Leadership Team reserves the right to remove any comments that are deemed inappropriate.
- 8.2. In the event that an inappropriate or offensive comment is made by someone who is unconnected to the school, the Head Teacher of the applicable school will respond accordingly. The response will depend on the content of the post but may include contacting the user via private message, deleting the comment and banning the user, or reporting the post to relevant external bodies.

- 8.3. If any individual repeatedly makes inappropriate comments (two times or more), the Head Teacher and Senior Leadership Team of the applicable school has the discretion to ban the offending individual from the page and (where appropriate) report the offender to relevant external bodies.
- 8.4. In the event that a child is described (whether in the main post or within comments), it will be recorded by an Administrator from the applicable school (screen shot), immediately deleted and brought to the urgent attention of the Head Teacher.

9. Restrictions

- 9.1. The page is designed as a communication tool to engage with parents and carers. The Trust recommends that access is restricted to people over 18 years of age.
- 9.2. Where a parent is under 18 years old, permission will be granted at the discretion of the Head Teacher.
- 9.3. Each Head Teacher also has the discretion to remove or ban any followers that are known to be under 13 years old.
- 9.4. The Lumen Learning Trust and its schools will not accept 'likes' from pupils under the age of 13 wherever possible.
- 9.5. No School social media application will 'friend' or 'like' users or enter into any reciprocal 'friending'.

10. Complaints Procedure

- 10.1. If a Parent or Carer has any concerns or complaints with regard to social media, an appointment can be made by them to speak to a member of the Senior Leadership Team, who will investigate the complaint and if necessary will be able to advise on formal procedures for the complaint.

11. Breaches of Policy

- 11.1. Any breaches of policy not already detailed above will be dealt with by the Headteacher accordingly.

12. Reviewing this Policy

- 12.1. This policy will be reviewed annually by the Headteacher and Senior Leadership Team. It will then be sent to Governors for ratification. Once it has been ratified, all staff will be notified.