





Lumen Learning Trust

Learning together for a brighter future

Social Media & Networking for School Use Policy

| | | | |
|-----------------------------------|--|-------------|------------|
| DATE APPROVED | 12/10/2023 | | |
| REVIEW DATE Biennial | 12/10/2025 | | |
| SIGNED EXECUTIVE PRINCIPAL | Mary Ellen McCarthy  | DATE | 12/10/2023 |
| SIGNED CHAIR OF DIRECTORS | Ray Vango  | DATE | 12/10/2023 |

Lumen Learning Trust puts the children's needs at the heart of its provision. Our whole school community is committed to enabling the children to become successful lifelong learners and happy, fulfilled adults who can make positive choices about their future.

1. Introduction

- 1.1. Lumen Learning Trust uses Social Media as a channel of communication. The purpose of this policy is to set out the operation, use, storage and disclosure of Social Media.
- 1.2. 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.
- 1.3. 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:
 - That the Trust and its schools are not exposed to legal risks;
 - That the reputation of the Trust and its schools are not adversely affected.
- 1.4. 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.
- 1.5. Social networking accounts can refer to any social media application or account in use at the time in question.
- 1.6. 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. Lumen Learning Trust's Communications Lead works closely with schools to ensure the effectiveness and integrity of their social media channel/s.
- 1.7. Posts will include updates on everyday school life, activities, clubs, events, useful information and websites, advice, suggestions, songs, books and photographs of activities.
- 1.8. 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 pupils;
 - Communicate and reinforce school policies and good practice;
 - Highlight work undertaken by external charitable partners who have a formal collaborative relationship with Lumen Learning Trust and one or more of its schools.

2. Definitions

- 2.1. To avoid ambiguity, definitions of some of the key terms in relation to this policy are provided below:
 - Social networking/social media: The use of dedicated websites, platforms 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:
 - Blogs
 - Online discussion forums
 - Collaborative spaces e.g. Facebook

- Media sharing services, e.g. YouTube and Instagram
- 'Micro-blogging' applications, e.g. X (previously known as Twitter)
- Child's image: A representation of the external form of a child such as a digital photograph or video, including their face.
- Administrator: a designated staff member granted permission by the Headteacher to access, add, edit or remove content for a social media account.
- Page/Profile: a social media account created, managed and representative of a school.
- Users: this includes all Trust and school stakeholders including staff, governors, directors, pupils and their parents as well as individuals not affiliated with the Trust or its schools.

3. Access to Official School Social Media Accounts

- 3.1. The Headteacher, Senior Leadership Team and School Office Manager of each Lumen Learning Trust school will have access to official school social networking accounts. The accounts used may vary from school to school, depending on the requirements of their school community.
- 3.2. Access will be limited to select staff in order to ensure the aims of this policy are adhered to at all times.
- 3.3. Other staff must not have unsupervised access to these accounts.
- 3.4. Pupils will not have access to these accounts under any circumstance in accordance with our legal responsibility to keeping children safe, social media platform age restrictions and the UK General Data Protection Regulation (UK GDPR) data subject age of consent.
- 3.5. 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. Passwords should be changed immediately following a member of staff leaving the Trust or school to maintain the security of any social media account.
- 3.6. It is recommended that school devices are used wherever possible to access and post on school social media accounts. These devices will have restricted user access given the increased permissions granted in order to access social media platforms.
 - Personal devices may be used to access the school social media accounts and post content. The use of personal devices for this purpose is governed by the Lumen Learning Trust ICT User Agreement.
 - All devices must be sufficiently password protected to insure against unauthorised access.
 - Under no circumstance should a school account be accessed via a staff family member device which could then compromise future secure access.
- 3.7. Any data saved on devices and social media accounts must adhere to the Lumen Learning Trust Data Retention Policy which can be found here: <https://www.lumenlearningtrust.co.uk/about-us/lumen-learning-trust-policies/general-data-protection-regulation-gdpr>.

4. Child Image/Name Consent

- 4.1. 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 permission at the time your child starts at a Lumen Learning Trust school for the school to use:

- Your child's image and their name within the school environment;
- Your child's name (without their image) in school printed publications;
- Your child's image (without their identifying name) in school printed publications, the website and on school social media, such as Facebook and Twitter;
- Your child's image (with their 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 social media profiles 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. Where it is possible to do so, functionality which allows comments to be published on a school post will be switched off in all instances.
- 5.4. Where it is not possible to disallow comments to be made on a school post, any comments added by parents or carers will be 'hidden' by the affected school in all circumstances, both positive or negative in tone. Specifically, in Facebook the hidden comments will remain viewable only to the account who posted the comment and their own linked friends/followers.
- 5.5. Parents and carers will be able to like and share school posts. They are asked to do so in a positive, respectful and constructive manner at all times.
- 5.6. 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 of their child's school.
- 5.7. Under no circumstances should any child/children be described on social media without specific additional parental consent, in accordance with our data protection and safeguarding responsibilities to keep children safe.
- 5.8. 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 carried out by first referring to the parental permissions held by the school before a post is created. In group images, where a child does not have consent to appear in social media, their face will be obscured so that they cannot be identified.
- 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.

- 6.5. Videos can be uploaded to the school's social media account directly via the school owned device or via a link using Lumen Learning Trust's official YouTube channel.

7. Site moderation

- 7.1. To remove any ambiguity regarding ownership, all school owned accounts must display the school name, official school logo and contact information as provided by the Lumen Learning Trust Communications Lead at the point of account creation.
- 7.2. Pages will be moderated by Administrators that are authorised by the Head Teacher.
- 7.3. Posts will be added twice weekly as a minimum wherever possible.
- 7.4. Accounts will be policed outside of school hours by Administrators.
- 7.5. Posts will be routinely monitored, at least weekly, to identify any comments made by parents, carers and other individuals and take appropriate action.
- 7.6. 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.
- 7.7. The page profanity filter will be set to 'strong'.

8. Misuse by a user external to the Lumen Learning Trust or any Trust school

- 8.1. Parents and carers are requested to adhere to their child's Home-School Agreement, the Lumen Learning Trust Parent & Visitor Code of Conduct and the Lumen Learning Trust Keeping Schools Safe from Abuse, Threats and Violence policy and the Family Acceptable Use of ICT Agreement & E-Safety Rules.
- 8.2. In the event that an inappropriate or offensive comment is made by a parent or carer their child's Home-School Agreement, the Lumen Learning Trust Parent & Visitor Code of Conduct and the Lumen Learning Trust Keeping Schools Safe from Abuse, Threats and Violence policy will be enforced in full. This can result in a formal warning letter, ban from the school site and contact made by the school with the appropriate authorities in cases where the behaviour is considered to be a serious and potentially criminal matter e.g. threats of violence to any child, staff or governor in the school or any form of insulting social media post or any form of social media cyber bullying.
- 8.3. Lumen Learning Trust may also seek guidance from their legal representation regarding further action in cases of conduct where evidence suggests that behaviour would be tantamount to libel or slander.
- 8.4. 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 authorities.
- 8.5. 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 block/ban the offending individual from the social media platform in question.
- 8.6. In the event that a child is described within a comment by an individual (parent or carers or otherwise), 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. Profiles are 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. Lumen Learning Trust and its schools will not accept 'likes' from any individual including parents and carers.
- 9.5. No profile will 'friend', 'follow' or 'like' other external user accounts.
- 9.6. No profile will repost an external account's content on its timeline or profile or enter into reciprocal activity.
- 9.7. No school profile will enter into direct messaging, privately or publicly, with other users or accounts. Where possible, such functionality will be disabled. All contact made by and to a school must take place exclusively via the school's official email and telephone channels.

10. Complaints Procedure

- 10.1. We take any complaints about our collection and use of personal information very seriously. If you think that our collection or use of personal information is unfair, misleading or inappropriate, or have any other concern about our data processing, please raise this with your child's school in the first instance.

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 biennially by the Lumen Learning Trust Communications Lead and ratified by the Executive Principal.