



# Social Media and Networking Policy

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| <b>Date of authorisation:</b> | February 2022    |
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| <b>Last amended:</b>          | February 2022    |
| <b>Date of next review:</b>   | February 2023    |

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### 1. Introduction

Nazene Danielle School of Performing Arts (NDSOPA) is aware that social media provides opportunities for us to engage, connect and develop unique relationships with people in a creative and dynamic medium where users are active participants.

Information about classes, taster days, performances or projects can be dissipated virally amongst supporters within online communities.

Social media refers to the latest generation of interactive online services such as social media platforms, blogs, discussion forums, podcasts and instant messaging. This list is not exhaustive and will include future developments in social media.

It is important for NDSOPA to give careful consideration to the use of social media and to balance the benefits of creativity, spontaneity and immediacy of communication with the potential risks, including the risks to children, young people and vulnerable adults.

Please see our Safeguarding Policy for further reference.

## **2. Policy Statement**

To ensure clarity of use and guidance for staff, pupils, parents and all users regarding the use of social media and networking applications.

This policy is designed to protect individual members of staff, pupils and all users.

This policy applies to the use of social media for both business and personal purposes, whether during School / working hours or otherwise.

This policy applies regardless of whether the social media is accessed using school IT facilities and equipment or equipment belonging to members of staff, pupils or any other IT/internet enabled equipment.

Anyone setting up a social media account that is directly connected to NDSOPA (using the name of NDSOPA, a NDSOPA School logo, or clearly attached to NDSOPA School in some way) must follow all the guidelines in this policy.

## **3. Rationale**

The widespread availability and use of social media applications bring opportunities to understand, engage, and communicate in new, relevant and exciting 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 duties to the School, the community, our legal responsibilities and our reputation.

The School use of social networking applications has implications for our duty to safeguard children, young people and vulnerable adults.

The policy requirements in this document aim to provide this balance to support innovation whilst providing a framework of good practice. They apply to all members of staff and pupils at both NAZENE DANIELLE SCHOOL OF PERFORMING ARTS (NDSOPA), DYNAMIC PERFORMING ARTS COLLEGE and NAZENE DANIELLE'S DANCE DYNAMIX.

The purpose of the policy is to:

- Safeguard all pupils and promote wellbeing;
- Ensure users are not exposed to risk as a result of their actions;
- Use social media in a respectful, positive and productive way which respects all parties involved;
- Ensure that the reputation of NDSOPA its staff and governors is protected and that stakeholders understand their ambassadorial role with regard to the School;

- Protect the School from legal risks;
- Ensure that any users are able clearly to distinguish where information provided via social media is legitimately representative of the School.

#### **4. Definitions and Scope**

The School defines social media as ‘any websites and applications that enable users to create and share content or to participate in social networking’. Social networking sites and tools include, but are not limited to, Facebook, Twitter, Snapchat, TikTok, LinkedIn, MySpace, Flickr, YouTube, Whatsapp and Instagram. It also includes forums and discussion boards such as Yahoo! Groups or Google Groups, online encyclopaedias such as Wikipedia, and any other web sites which allow individual users or organisations to use simple publishing tools.

Many of the principles of this policy also apply to other types of online presence such as virtual worlds. All members of the School should bear in mind that information they share through social networking applications, even if they are in private spaces, may be subject to copyright, safeguarding and data protection legislation. They must also operate in line with the School’s Safeguarding policy.

#### **5. School-sanctioned use of social media and/or social media accounts**

There are many legitimate uses of social media within the curriculum, and to support student learning and to share news with the wider NDSOPA community. For example, the School and sub-departments of the School have official Instagram and Facebook Accounts.

There are also many possibilities for using social media to enhance and develop pupils’ learning and to keep the NDSOPA School Community and our supporters in touch with the School.

When using school social media accounts and/or social media accounts using the name of NDSOPA School, a NDSOPA School logo, or clearly attached to NDSOPA School in some way, the following practices must be observed:

5.1. A distinct and dedicated social media site or account must be set up by the Marketing Department. This should be entirely separate from any personal social media accounts held and should be linked to an official email account. If a social media account is identified (that uses the name of NDSOPA School, a NDSOPA School logo, or clearly attached to NDSOPA School in some way) that is not an official NDSOPA School approved site, this should be reported to the Marketing Department.

5.2. The social media account must be approved by the appropriate Principal or SLT Member.

5.3. The content of any School-sanctioned social media site and/or social media accounts using the name of NDSOPA School, a NDSOPA School logo, or clearly attached to NDSOPA School in some way, should be entirely professional and should reflect well on the School.

5.4. Members of the marketing department have permission to publish photographs of the pupils, due to consent being made by them being a pupil of the school. Staff must not publish photographs of pupils on personal platforms without the written consent of parents / carers, or the pupil themselves if they are deemed of the age and ability to provide their own consent. Standard practice is to publish only the first name and initial of surname, unless permission has been given by parents or pupils (if deemed of the age and ability to provide their own consent) for the full name to be used. School sanctioned social media sites must use images of children in suitable clothing that represents

the school and its practice.

5.5. Staff must take into account the Safeguarding (Child Protection) Policy when making any posts on school social media accounts.

5.6. Any links to external sites from the accounts must be appropriate and safe; if they are shared these must be verified as reputable sites. Only appropriate hashtags should ever be used.

5.7. Any inappropriate comments on, or abuse of, school-sanctioned social media and/or social media accounts using the name of NDSOPA School, a NDSOPA School logo, or clearly attached to NDSOPA School in some way, should immediately be removed and reported to the Principal, Designated Safeguarding Lead (DSL) and the Marketing Department (if appropriate). It is the responsibility of everyone using the site and social media in general to report abuse immediately.

5.8. All school sanctioned social media accounts created for school purposes should include a link to the school website where individuals are able to see all the School's Policies This will indicate that the account is officially sanctioned by the School.

#### **5. Use of social media in practice for staff - for personal and professional use** Further

information is outlined in our Staff Code of Conduct that staff have signed upon teaching.

6.1. Staff must not have 1:1 communication, including direct messaging (DM), with pupils through any social media, apart from via school email accounts.

6.2. Staff should not request or accept any current student of the School of any age as a follower, subscriber or similar on any personal social media account unless they are the parent of the pupil or a close family member.

6.3. Staff may remain in communication with past pupils via a school email account or the School social media accounts.

6.4. Any communication received from current pupils on any personal social media sites must be reported to the DSL.

6.5. If any member of staff is aware of any inappropriate communications involving any student in any social media, these must immediately be reported to the DSL.

6.6. Members of staff must ensure that, wherever possible, and where the social media site allows, their privacy settings on social media sites are set so that pupils cannot access information relating to their personal lives or follow them on their personal accounts.

6.7. All email communication between staff and pupils of the School on school business must be made from an official school email account (any deviation from this in an emergency must at once be reported to the line manager). Staff should not use personal email accounts or personal mobile phones to make contact with pupils of the School, nor should any such contact be accepted, except in circumstances such as school trips or away matches that have been given prior approval by the Principal.

6.8. Staff should not post or publish on the internet or on any social networking site, any reference to the School, their colleagues, parents or pupils or discuss pupils or colleagues in a criticising way. They may also not like, share or make inappropriate comments in response to the School's official social media accounts, in accordance with Section 4.

6.9. Staff must not post images on any unofficial NDSOPA social media account that includes pupils, unless sharing posts made from a School official social media account.

6.10. Staff are instructed to consider the reputation of the School in any posts or comments related to the School on any social media accounts. Reputational breaches by staff are dealt by the Senior Leadership Team.

6.11. Members of staff are responsible for overseeing and monitoring any social media account attributed to their area of responsibility where the social media account belongs to the school.

## **7. Guidance and advice for staff**

Most common social networking sites are inherently insecure places to have discussions which contain any sensitive information. Privacy laws can be violated and the reputation of our school can be damaged if the public sees a discussion of any sensitive information taking place on social networking. Staff should be aware that these types of cases can result in disciplinary action.

### **7.1 Proprietary Information**

Staff and Parents may not share information which is confidential and proprietary about the School.

This includes information about services, programmes, payment plans and programmes financial, strategy, and any other internal confidential, proprietary, or sensitive workplace information that has not been publicly released by the School. These are given as examples only and do not cover the range of what the School considers confidential and proprietary. If staff have any questions about whether information is proprietary, they must speak to the SLT member before releasing it. The School's logo may not be used without explicit permission in writing from the Marketing Department, SLT or Principal; the School owns the rights to all logos, mascots, mottos and phraseology and their usage.

### **7.2 Workplace Privacy**

The School respects staff member rights to privacy and to express themselves. However, the School and staff members must also respect, and diligently protect, the privacy of fellow staff members, pupils, parents, and others. Privacy and confidentiality must be maintained in every possible way.

Staff/Parents must not discuss pupil or family related information via social networking and public social media, texting, or online unless it is an approved medium and for a school related purpose.

Staff/Parents are advised to be extremely cautious in conversations with other staff, parents and volunteers in social networking, on the basis that privacy laws can be violated even if a person's name is not shared.

The School will honour the privacy rights of current and past employees, current and past pupils and their families, and anyone else associated with the School, by seeking permission before writing about or displaying internal school happenings which might be considered to be a breach of their privacy and confidentiality.

### **7.3 Privacy and Security Settings**

The School recommends staff and students use security and privacy settings provided by social networking sites. Regardless of privacy settings, staff are advised to be respectful and responsible in all activity if it in any way involves or references the School, job, or those staffwork with.

Staff/Parents/Students must understand that on-line content is difficult, if not impossible to

retract once posted or sent.

#### 7.4 Blogging and Websites

If staff are developing a website or writing a blog that will mention the School in any way they must seek permission first and advise the Principal they are intending to do this.

It is important that staff make appropriate decisions about work-related blogging and the content of blogs, personal websites, postings on wikis and other interactive sites. Staff are advised to use caution with postings on video or picture-sharing sites, or in comments made elsewhere on the public internet and in responding to comments from posters either publicly or via email.

#### 7.5 Legal Liability

Staff should recognise that there is the possibility of being legally liable for something inappropriate which is shared online.

#### 7.6 The Media

If a member of the media or non-traditional online media (including bloggers) contacts a member of staff about the business of the School (e.g., programmes, services, pupils, parents, clubs, policies, practises, or additional business information of any kind), the individual must contact the Marketing Department prior to responding.

### **8. Use of social media in practice for pupils**

8.1. Pupils use of social media on any School IT systems, School Managed Accounts accessed at any time (including during online learning) and equipment/devices and any personal devices (including hand held devices, watches or any other internet enabled device) brought on to the School site or at a School activity, must comply this policy and out internet safety policy.

8.2. Pupils must not access any social media that is for adults only or if the pupil does not meet the minimum age requirement.

8.3. Anonymous sites must not be accessed as there is a high risk that inappropriate comments can be exchanged, causing distress or endangerment.

8.4. Bad, including offensive, explicit or abusive, language and inappropriate pictures must never be included in messages.

8.5. All messages should be positive and not include anything that could be upsetting or defamatory towards others or the School.

8.6. Pupils must take responsibility for keeping details of their accounts private, using full privacy settings and logging off properly and not allowing others to use their accounts.

8.7. Pupils must report anything offensive or upsetting that they see online to the appropriate bodies, either by using the "report abuse" tabs or by speaking to their parents or a member of staff.

8.8. It is a serious offence to use another person's account, or to create an account in another person's name without their consent.

8.9. Pupils should not regard anything posted online as private and should remember that harassment, defamatory attitudes and racism are just some issues which could lead to prosecution.

8.10. An individual's "Digital Footprint" is becoming increasingly significant when it comes to job and university applications. If unfortunate decisions are made, it will be extremely difficult, perhaps impossible, to eliminate the evidence.

8.11. If pupils see inappropriate postings by other pupils, they must inform the school so that steps can be taken to avoid possible repercussions.

8.12. The Malicious Communications Act (1988) applies to social media interaction by Pupils, Staff and Parents of the School.

8.13. Pupils must have permission from the Principal or SLT for any social media accounts using the name of NDSOPA School, a NDSOPA School logo, or clearly attached to NDSOPA School in some way

## **9. Use of social media in practice for parents**

9.1. Positive contributions to the School Social Media, such as Instagram, Facebook are welcomed.

9.2. Any concerns or issues about the School, its pupils or staff should be expressed directly to the School and not be voiced on social media.

9.3. Parents must obtain permission before posting pictures that contain other parents or their children, unless sharing or liking a post from the School's official social media account.

9.4. If parents become aware of inappropriate use of social media by their own or other people's children, they should contact the School so that the School can work with the parents to educate young people on safe and appropriate behaviour.

9.5. If parents become aware of the inappropriate use of social media by other parents or school staff, they should inform the School so that steps can be taken to remedy the situation.

9.6 It is the sole responsibility of the parent to oversee their child's/children's social media platform and to ensure suitable content is posted and to filter messages to ensure no inappropriate messaging/message requests are taking place.

9.7 NAZENE DANIELLE SCHOOL OF PERFORMING ARTS, DYNAMIX PERFORMING ARTS COLLEGE and NAZENE DANIELLE'S DANCE DYNAMIX cannot take any responsibility for the interaction upon social media between a student at the school and another individual.

9.8 The School and Company will seek to prevent such incidents as happening through Internet Safety Lessons, formal conversations during form/lesson times.

9.9 If a parent is aware of this occurring on their children's social media, it is firstly their responsibility, but they must inform the school immediately so that the relevant safeguarding procedures can be followed.

9.10 By being a member of the school, you are giving permission for images of your children to appear on our Social Media Platforms.

9.11 We ask that parents follow the guidance for the advised minimum age that a child should have their own social media accounts.

## **10. Further Guidance**

Further guidance on educating and safeguarding young people online and responding to incidents: Online safety advice for pupils, parents and teachers:

[www.thinkuknow.co.uk](http://www.thinkuknow.co.uk)

<http://www.saferinternet.org.uk/>

<https://www.internetmatters.org/>

Cyberbullying

[www.childnet.com/cyberbullying-guidance](http://www.childnet.com/cyberbullying-guidance)

Preventing radicalisation

[www.gov.uk/government/publications/the-use-of-social-media-for-online-radicalisation](http://www.gov.uk/government/publications/the-use-of-social-media-for-online-radicalisation)

Social Media Restrictions for Social Media Platforms

It is vital that parents, pupils and staff know the age restrictions that are applied to many popular apps. As this is a fast moving area we would recommend that parents (with their child) always check before a child accesses an app from an internet safety website such as Internet Matters, for which there is a link below. We do not endorse the use of these apps; this information is provided only to help support your children to use social media safely.

<https://www.internetmatters.org/resources/what-age-can-my-child-start-socialnetworking/>