



Social Media Policy for Pupils

At Mansbridge Primary School, we realise that part of 21st century learning is adapting to changing methods of communication. The importance of teachers, pupils and parents engaging, collaborating, learning, and sharing in these digital environments is a part of 21st century learning.

Along with the growth in the use of these types of communication, there has also been a marked increase in the number of criminal offences committed by people who misuse electronic communications. Offences linked to technology can be committed under the Telecommunications Act, Malicious Communications Act, the Protection of Children Act or the Criminal Justice Act, as well as others.

Due to the wealth of new social media tools available to pupils, pupil products, documents and comments have the potential to reach audiences far beyond the classroom. This translates into the need for a greater level of awareness and responsibility for all users.

In recognition of this, Mansbridge Primary School has developed the following policy to provide direction for pupils when participating in online social media activities. Below are guidelines Mansbridge Primary School pupils should adhere to when using social media.

Social Media Definition

Forms of electronic communication (such as websites for social networking and blogging) through which users create online communities to share information, ideas, personal messages, and other content (such as pictures and videos).

Key Principle

Interacting with each other online is no different than interacting face to face; we are required to maintain the principles of respect, dignity, care, concern for and protection of others, and safety in all interactions. Activities which are inappropriate, unethical, illegal, or which cause undue discomfort for members of the school community (including pupils, employees, parents, or others) should be avoided in written and online communications of all types.

Pupils who participate in online interactions must remember that their posts reflect on the entire Mansbridge Primary School community and, as such, are subject to the same standards set forth in the Behaviour Management Policy.

Online Interaction & Identity

1. Be aware of what you post online. Social media venues are very public. What you contribute leaves a permanent digital footprint for all to see. Do not post anything you wouldn't want friends, parents, teachers or a future employer to see; remember that you can't control posted data once it is on the web.
2. How you represent yourself online is an extension of yourself. Do not misrepresent yourself by using someone else's identity.
3. In order to be eligible to sign up for Facebook, you must be at least 13 years old. You should not manage a Facebook account if you are under 13 years as you are particularly vulnerable to becoming a victim of crime – Facebook recognise this risk which is why they set the age limit at 13 years.

4. Pupils are expected to abide by the following:
 - To protect the privacy of Mansbridge Primary School pupils and faculty, pupils may not, under any circumstances, create digital video recordings or take photographs of Mansbridge Primary School community members either at school or whilst attending Mansbridge Primary School activities outside of school premises for online publication or distribution without explicit prior permission from the school.
 - Pupils may not use social media sites to publish unpleasant or harassing remarks about Mansbridge Primary School community members.
 - Pupils who choose to post editorial content or photographs to websites or other forms of online social media (including their own personal social media sites) must ensure that their submission does not reflect poorly upon either the school or its members.
 - To protect the reputation of Mansbridge Primary School pupils and faculty, pupils may not, under any circumstances post photographs or videos of themselves or other pupils to websites or other forms of online social media (including their own personal social media sites) acting unlawfully, unethically or inappropriately whilst at school, attending Mansbridge Primary School activities outside of school premises, or wearing Mansbridge Primary School uniform.
 - Use of the school's name, logo or other intellectual property (documents produced by the school or pupils) may not be used on pupils' own personal social media sites without first obtaining permission from the school.
 - When creating independent groups or fan pages, pupils must obtain prior permission from the school before using the school's name, logo, uniform or photos of the school or other intellectual property (documents produced by the school or pupils).
 - Failure to abide by this policy, as with other policies at Mansbridge Primary School, may result in disciplinary action as described in the Behaviour Management Policy, or as determined by the Senior Leadership Team or Headteacher. Any criminal offences using social media will immediately be referred to the police.
5. The use of social media (Facebook, Twitter, etc.) is not permitted during school time unless specifically authorised by the teacher.

Privacy

1. Exercise care with privacy settings and personal profile content, to ensure that posted content does not reflect poorly on the school in any way or otherwise create a conflict of interest. Content should be placed thoughtfully and reviewed from time to time.
2. On most sites, privacy settings can be changed at any time to limit access to profiles and the ability to search for an individual, and changes should be made when necessary.
3. To make it difficult for others to access information about your private life, make certain that your personal social networking profile is set to "private" and that personal information is not available to "friends of friends" or "everyone".

4. Be safe online. Never give out personal information, including (but not limited to) last names, phone numbers, addresses, exact birth dates, and pictures.
5. Always respect the privacy of others.

Content

1. Due to the fact that social media sites are increasingly inter-connected you should be aware that any content posted online may eventually (or immediately) show up on other sites. Not posting inappropriate content in the first place is the only way to completely protect against problems caused by this possibility.
2. Chats, conversations, and other messages that you believe to be private can be hacked into, screens printed and shared with other users, or forwarded to people outside of friendship groups. This in turn can cause other offences to be committed.
3. Pupils should never send pictures of themselves that could be considered 'indecent' (partially or totally naked) as these images once sent cannot be retrieved and cause both the sender and receiver to commit potential criminal offences.
4. Follow the school's classroom rules and expectations set out in the Behaviour Management Policy when writing online. It is acceptable to disagree with someone else's opinions; however, do it in a respectful way. Make sure that criticism is constructive and not hurtful. What is inappropriate in the classroom is inappropriate online.
5. When linking to other websites to support your thoughts and ideas, be sure to read the entire article prior to linking to ensure that all information is appropriate and does not contain content that could reflect poorly on yourself or Mansbridge Primary School community. Be especially careful when there are 'comments' sections at the foot of the webpage.
6. Do your own work! Do not use other people's intellectual property without their permission. It is a violation of copyright law to copy and paste other's thoughts. When paraphrasing someone else's ideas, be sure to declare your source. It is good practice to hyperlink to your sources if this is possible.
7. Be aware that pictures may also be protected under copyright laws. Verify that you have permission to use an image.

Please Note:

Pupils who do not abide by these terms and conditions may lose their access to online tools and be subject to further disciplinary action.

Any criminal offences using social media will be immediately referred to the police. The misuse of social media may lead to a criminal record which has far reaching implications and may affect, going on to further education, travelling or obtaining personal finance. Future employers can request criminal record checks and this can therefore hinder pupils from getting a job when they reach legal employment age.

Agreed by governors 8.7.15

Reviewed 2 yearly.