

February 2017

Dear Parents/*Guardians*

Due to the rising popularity of social networking sites such as Facebook and Twitter, the staff and *Governors* have agreed that they will be setting a good example to the children in our school when using these sites.

We also invite the parents and guardians of the children in our school to do the same.

I have attached a Policy to this letter informing you what the staff and governors have agreed.

I would also like to take this opportunity to remind you that if you have any concerns, issues or comments about school, the staff and I are available to speak to you.

Thank you for your continued support.

Raymond Ross
Principal

Carniny Primary School Social Media Policy



The internet provides a range of social media tools that allow users to interact with one another using Twitter, Facebook, Instagram and many other social network services.

While recognising the benefits of social networks for new and exciting forms of communication, this policy sets out the principles that pupils are expected to follow when using social media. The School Internet, Network, Mobile 'Phone and Behaviour documents also inform this Policy.

This Policy applies to personal web space such as social networking sites on, for example, Facebook, Instagram, SnapChat, Blogs, Twitter, chatrooms, forums, podcasts, and content sharing sites such as flickr and YouTube.

The internet is a fast moving technology and it is impossible to cover all circumstances or be aware of all the latest forms of emerging media and platforms. This Policy covers the use of existing and any future social networking platforms.

Social Media websites are being used increasingly to fuel campaigns and complaints against schools, school staff and in some cases other parents/pupils. Carniny Primary School considers the use of social media websites being used in this way as unacceptable and not in the best interests of the children or the whole school community. Any concerns you may have must be made through the appropriate channels by speaking to the Class Teacher, Principal or the Chair of the Governors so they can be dealt with fairly, appropriately and effectively for all concerned.

"Respect for yourself and consideration for others" is our guiding principle.

Expected Code of Conduct for Pupils

- Pupils must not use social media and the internet in any way to attack, insult, abuse or defame other pupils or any member of staff.
- Pupils must not use social media in a way that brings disrespect to our school.
- Photographs, videos or any image of pupils, staff or any member of our school community must not be published on a personal or public web space without prior permission from the school.
- Pupils and the wider school community should not post images or videos from school trips on any social media site.
- Social network sites should never be accessed within school.
- Failure to follow these guidelines may result in disciplinary action, suspension and possible exclusion from our school

Expected Code of Conduct for Staff

It is possible that many staff will have their own social networking site accounts. It is important for them to protect their professional reputation by ensuring that they use their personal accounts in an appropriate manner:

- Staff must never add pupils as friends into their personal accounts.
- Staff must not use social networking sites within lesson times.
- Staff need to use social networking in a way that does not conflict with the current GTCNI standards
- Posting derogatory comments about pupils, parents or colleagues is never acceptable. Staff are required to uphold the reputation of the school, to maintain reasonable standards in their own behaviour, and to uphold public trust in their profession.
- All staff should demonstrate courtesy and respect for other staff, parents and pupils when comments are placed on social networking sites
- Staff should review and adjust their privacy settings to give them the appropriate level of privacy and confidentiality.
- Staff may have legitimate reasons to use social network accounts to support learning in the classroom or, for example, to communicate with sports teams. All social media uses must be approved by the Principal in advance.
- Inappropriate use by staff should be referred to the Principal.

Expected Code of Conduct for Parents/Carers

Parents and carers should be aware of their responsibilities regarding the use of social networking:

- Parents should demonstrate courtesy and respect for staff, other parents and pupils when comments are placed on social networking sites.
- Parents should address any issues or concerns regarding school life through official school channels rather than posting them on social networking sites.
- Parents should not post pictures of pupils other than their own children on social networking sites.
- Parents should not post malicious or fictitious comments on social networking sites about any member of the school community.

In the event that any pupil or parent/carer of a child/ren being educated at Carniny Primary School is found to be posting libellous or defamatory comments on Facebook or other social network sites they will be reported to the appropriate "report abuse " section of their network site. All social network sites have clear rules about the content which can be posted on the site and they provide robust mechanisms to report contact or activity which breaches this. The school will also expect that any parent/carer or pupil removes such comments immediately.

In serious cases the school will also consider its legal options to deal with any such misuse of social networking and other sites. Additionally and perhaps more importantly is the issue of cyber bullying and the use by any member of the school community to publicly humiliate another by inappropriate social network entry. We will take and deal with this as a serious incident of school bullying.