Dear Parents/Guardians

Due to the rising popularity of social media 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.

Victoria Wylie

Principal

**Carniny Primary School**



**Social Media Policy**

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| Updated By | Mr C McCullough (02/04/2020) |
| Date Accepted by BoG |  |
| Review Date | 02/04/2021 |

**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, Tik Tok and many other social media sites.

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

This Policy applies to personal social media accounts for example but not limited to, Facebook, Instagram, SnapChat, Tik Tok, 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:**

* Social Media sites have their own Codes of Conduct which they expect users to follow. These sites also have strict age restrictions in order to protect users from inappropriate content. See below a list of popular Social Media sites and their age restrictions:
  + Facebook – 13 years old
  + Instagram – 13 years old
  + Twitter – 13 years old
  + Snapchat – 13 years old
  + Tik Tok – 13 years old

It is important to note that anyone using Social Media accounts who are not of the appropriate age are in breach of the Terms and Conditions and Code of Conduct of that Social Media site. As a school, we are fully supportive of the age restrictions. Failure to comply with age restrictions may lead to legal action taken by the site.

* 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 media 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 media site accounts. It is important for them toprotect their professional reputationby 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 media sites within lesson times.
* Staff need to use social media 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 media 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 media 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 media:

* Parents should demonstrate courtesy and respect for staff, other parents and pupils when comments are placed on social media sites.
* Parents should address any issues or concerns regarding school life through official school channels rather than posting them on social media sites.
* Parents should not post pictures of pupils other than their own children on social media sites.
* Parents should not post malicious or fictitious comments on social media 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 media sites they will be reported to the appropriate “report abuse“ section of their network site. All social media websites 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 media 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.