

Appleton Wiske Community Primary School Social Media Policy

Appleton Wiske Community Primary School recognises the importance of the internet and mobile communications technology in shaping public views about the school. We are committed to supporting rights to interact knowledgeably and socially on the internet through email and communication via social media. We are also committed to ensuring that all staff employed by the school are aware of their vulnerability to identity theft and the potential threat to their profile and professional standing by posting inappropriate personal information on the internet via social networking sites, thus leaving an 'electronic footprint', compromising themselves and/or the school. For example, photographs posted on a profile can cause embarrassment when seen by parents, colleagues and employers.

This policy makes clear to all staff the steps necessary to protect themselves and the school in making appropriate decisions about what content is suitable on social media sharing sites and when responding to comments from posts either publically or privately.

Please note that this policy applies only to online content that has a direct or indirect connection or link to Appleton Wiske Community Primary School. The policy does not infringe upon your personal interaction or commentary online unless the contents of such interaction or commentary are seen as a breach of professional trust between you and the school.

Interaction on the Internet and via mobile communication technology:

- The Professional expectations of confidentiality regarding the day to day functions, practices and events that happen within the school do not change when using the internet or mobile communication technology. Staff are expected to speak respectfully about the school and our current and potential employees, pupils and partners. Do not engage in 'name calling' or behaviour that will reflect negatively on the school's reputation. Note that the use of unfounded or derogatory statements or misrepresentation is not viewed favourably and may result in formal disciplinary action. Unless given permission by your manager, you are not authorised to speak on behalf of the school, nor to represent that you do so.
- Any online presence should not make reference to Appleton Wiske Community Primary School. For example you are not authorised to utilise your school email address when joining social networking sites or making the school supplied email address your primary method of contact.
- The school logo and name may not be used without explicit permission in writing from the Head Teacher. This is to prevent the appearance that you speak for or represent the company officially.
- Staff are legally liable for anything they write or present online. Staff may be formally disciplined by the school for commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment. You may also become the subject of litigation by colleagues, and any individual or company that views your commentary, content, or images as defamatory, pornographic, proprietary, harassing, libelous or creating a hostile work environment.
- Seek permission before writing about or displaying internal school events that might be considered to be a breach of privacy and confidentiality and ensure that the school policy on displaying pupil images and information is adhered to.
- As a member of staff of Appleton Wiske Community Primary School your online opinions, interactions and internet presence are influential to the young people that we support and as such should always be balanced and appropriate so that no inference of political, sexual or racist bias can be construed.

If you have any questions about the appropriateness of online information released publicly, please speak to the Head Teacher before releasing information that could potentially harm our school community.

Revised: March 2021
Review date: March 2022

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Name	Position	Signature	Date
Neil Clark	Head Teacher		
Karen Hainsworth	Class Teacher		
Liz Atkinson	Class Teacher		
Bethany Rowling	Class Teacher		
Paula Gudger	HLTA		
Nicki Guyll	HLTA		
Helen Allen	GTA		
Jackie Loverock	GTA		
Sue Stainthorpe	GTA		
Karen Metcalfe	Senior Administrator		
Karen Curran	Admin Assistant		
Daniel Hills	Club Manager		
Julie Noble	Club Assistant		
Elaine Douglas	School Cook		
Chris Ring	Co-Chair Governors		
Kate Green	Co-Chair Governors		
Julie King	Governor		
Michael Nightingale	Governor		
Heather Patel	Governor		
Scott Wilson	Governor		