

# Social Media Code of Conduct



We embrace social media and its communication power, therefore we would like to clarify the rules to ensure it serves best the school and its community.

## School Accounts;

- The school has a twitter account and a facebook account. Log-ins to both are shared with e-safety lead.
- The school AUP makes reference to personal social media accounts not being linked to the professional role.
- Staff may create professional accounts to use for work related activities, these should still follow the AUP protocols.

## School use of Social Media;

- School events and activities will be promoted; finite details will not be published in order to maintain safeguarding policies.
- Photos will be used to celebrate events and activities; school maintains a list of children whose photos cannot be used.

## Social Media reminders;

- School Accounts are set to public and as such all information can be seen by anyone online.
- **Children under 13 should not be using social media**; this is a tool for adults to communicate with parents, teachers, governors and the wider community.
- Any online activity must reflect the professional status of the account. AUP protocols state any parental links must be shared with SLT.

## Declaration at any school event;

The following statement will be used at any school event or activity where photographs/film is likely to be used. It will also be published on the school website, calendar page, as a reminder.

You are more than welcome to take photos but please make sure they are for personal use only and do not appear on any social networking sites.

Delce Academy has a permission list for photographs and as such may use them to promote the success of this event.

Social media websites are being used increasingly to fuel campaigns and complaints against schools, Headteachers, school staff, and in some cases other parents/pupils. Delce Academy 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, the Head of School or the Chair of Governors, so they can be dealt with fairly, appropriately and effectively for all concerned.

In the event that any pupil or parent/carer of a child/ren being educated at Delce Academy 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 the 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.