



West Road Primary School

GUIDELINES ON PARENTAL USE OF SOCIAL MEDIA AND INTERNET SITES

Overview:

Social media and internet sites allow people to communicate in ways that were not previously possible, but sites can also be used inappropriately through putting children at risk of harm, or by expressing negative or offensive views about schools and their staff.

West Road Primary School takes seriously its responsibility to safeguard its children from physical and emotional harm. It also has a duty of care towards its staff and volunteers in respect of negative or offensive comments posted on social media and internet sites. In addition to the impact on those staff and volunteers, such comments may also adversely affect the attainment of pupils.

Consequently, this document sets out guidelines for staff and parents, including action which may be taken when it is considered that parents have used such facilities inappropriately. In this document 'parent' also includes carers, relatives or anyone associated with the school.

Objectives:

The purpose of this policy is to:

- Safeguard pupils from the risk of physical or emotional harm
- Encourage social media and internet sites to be used in a beneficial and positive way by parents
- Guard staff and anyone associated with the school from the negative effects of social media and the internet
- Prevent unfounded reputational damage to the school by unwarranted abuse via social media and the internet
- Clarify what the school considers to be appropriate and inappropriate use of social media and the internet by parents

Appropriate use of social networking sites by parents:

West Road Primary School recognises that many parents and other family members will have personal social media accounts which they might use to discuss/share views about school issues with friends and acquaintances.

As a guide, individuals should consider the following prior to posting any information on social media or internet sites about the school or its pupils, staff or anyone else associated with the school:

- Will the item identify, or put at risk of harm, children other than their own without their parents' consent or, where appropriate, the school's consent?
- Is the item defamatory, demeaning or insulting, or likely to upset the child or their parents?
- Is social media the appropriate channel to raise or discuss matters about the school or its staff?
- In respect of allegations being made/concerns being raised, would a confidential discussion with the Headteacher or use of the school's complaints procedures be more appropriate?
- Are such comments likely to cause emotional or reputational harm to individuals?
- The reputational damage that such material may have to the school, and any detrimental harm that the school may suffer as a result of the posting and the impact that such a posting may have on pupils' wellbeing and attainment.

Inappropriate use of social media and internet sites by parents:

The following are considered to be inappropriate use of social media sites. This list is non-exhaustive and intended to provide examples only:

- Naming children or posting comments, images about children who attend West Road Primary School without seeking parental consent
- Posting comments which may place children at risk of harm
- Making any posts that could be deemed to be cyber-bullying
- Making allegations about staff or anyone else connected with the school
- Making complaints about the school or staff in the school
- Making defamatory, offensive or negative statements about the school, staff or any other individual connected to the school
- Posting comments which are racist, prejudiced or threaten violence

Parental responsibility regarding children's use of social media and the internet:

- Parents should also ensure that their children are not using social media and internet sites in an inappropriate manner. It is expected that parents/carers explain to their children what is acceptable to post online
- Parents/carers are also expected to monitor children's online activity, including in relation to their use of social media and the internet
- Please note that most social media sites require the user to be at least 14 years old

Procedures the school will follow if inappropriate use continues:

The school recognises that parents may not always realise when they have used social media or internet sites inappropriately and will always try to deal with concerns raised by parents in a co-operative and appropriate manner.

Therefore, as a first step, the school will endeavour to discuss the matter with the parent to try and resolve it and request that the relevant information be removed from the social networking site in question.

However, in the event that the parent continues to use social media in an inappropriate manner, the school reserves the right to take further action.

In the first instance, the school will set out its concerns in writing, requesting that the material in question is removed.

Following this West Road Primary School will seek advice from Doncaster Metropolitan Borough Council Safeguarding Officers, E-Safety Officers and, if necessary, the Police. Instances of online abuse or cyber-bullying are illegal and the following laws are aimed to protect against such offences...

- **Protection from Harassment Act 1997**
- **Criminal Justice and Public Order Act 1994**
- **Malicious Communications Act 1988**
- **Communications Act 2003**
- **Defamation Act 2013**