



FALCONS PRE-PREPARATORY SCHOOL
INCLUDING THE NURSERY & EARLY YEARS FOUNDATION STAGE

Social Media, Photos and Images Policy

Primary person responsible for updates to this policy: Liz McLaughlin and Lucinda Jarvis

Job title: Head / Head of Marketing

Last review date: July 2021

Next review date: July 2022

Relevant ISI coding (if applicable): A08

Circulation: This policy is addressed to all members of staff and volunteers in our school and is available to parents on request. It applies wherever staff or volunteers are working with pupils.

Please note: 'School' refers to Falcons Pre-Prep, 'parents' refers to parents, guardians and carers.

Scope of this policy

The purpose of this policy is to set out general rules about the use of social media and the capture and distribution of images and photographs of children and to give staff and parents guidelines on the subject. It applies to activities on school premises or as part of off-site events or trips.

“Image capture”, “photography” and “videoing” refer to any kind of image capture, still or moving, obtained by any photographic device including still image cameras, video cameras, webcams and photographic enabled mobile telephones, and any other type of image capture device not specified here, whether digital or not, using technology existent at this time or in the future. The storage of such images includes film negative, film positive (e.g. transparencies and slides, movies, etc.), photographic paper, digital media, magnetic tape and any other kind of storage method able to be used for the storage of images, still or moving, available now or in the future.

This policy is part of our strategy for safeguarding children within our care. It complies with Keeping Children Safe in Education (KCSIE) September 2020 and should be read in conjunction with our other policies, notably:

- E-safety
- Mobile Phones and Electronic Devices
- Safeguarding
- Anti-Bullying
- ICT Usage
- Learning for Life (PSHE)

Monitoring

It is the responsibility of all school staff to support and monitor this policy. Any concerns should be brought to the attention of the Head.

SOCIAL MEDIA

Social Media Guidelines for Pupils

Due to the age of the children at Falcons Pre-Prep, social media concerns in terms of their direct use with social media are a very low risk. Staff are aware to take action regarding any child who has mentioned having contact with social media.

No child should have personal web-space such as social media sites (e.g. Facebook, Snapchat), microblogs (e.g. Twitter) as well as content sharing sites (e.g. Flickr and YouTube) and online encyclopaedias (e.g. Wikipedia).

If a child is found to have an account on social media this must be reported to the Head and DSL immediately.

It is assumed that due to the age of the children, none will own a mobile phone that will need handing into the office at the beginning of the school day.

Social Media Guidelines for Staff

Staff members must be conscious at all times of the need to keep their personal and professional lives separate. Staff should use either work phones, work email accounts or approved professional social media accounts when engaging with the school community. Texting¹ and instant messaging with pupils must be avoided.

- No member of staff should interact with any pupil in the school on social networking sites
- No member of staff should interact with any ex-pupil of the school on social networking sites who is under the age of 18
- This means that no member of the school staff should request access to a pupil or ex-pupil's area on a social networking site. Neither should they permit the pupil or ex-pupil access to the staff members' area e.g. by accepting them as a friend
- Where family and friends have pupils in school and there are legitimate family links, please inform the Head in writing
- It is illegal for an adult to network, giving their age and status as a child
- If you have any evidence of pupils or adults using social networking sites in the working day, please contact the DSL
- No pupil should attempt to join a staff member's areas on networking sites. If pupils attempt to do this, the member of staff is to inform the Head. Parents will be informed if this happens
- Please report any improper contact or cyber bullying to your DSL as soon as it happens.

Personal Twitter, Facebook and other social media accounts

Staff should not use their personal Facebook, Twitter or other social media accounts in school to communicate with pupils, ex-pupils or current parents. Caution is advised when inviting work colleagues and parents to be 'friends' in personal social networking sites. Social networking sites blur the line between work and personal lives. It may be difficult to maintain professional relationships or it might be embarrassing if too much personal information is known in the work place. Staff must be cautious regarding their online presence on the internet; it is recommended that privacy settings are such that personal photographs and private information are concealed from general view.

Learning for Life (PSHEE) and assemblies will educate our children on the dangers of the internet, including bullying. Research shows that pupils are safest when they develop internet safety skills through managed systems. All staff must endeavour to incorporate safeguarding messages in their lessons.

The principles set out in this policy are designed to ensure that staff members use social media responsibly so that confidentiality of pupils and other staff and the reputation of the school are safeguarded.

¹ Texting via SIMS is permitted

Professional Social Media Accounts

The use of social media as a tool for teaching and learning is encouraged. Facebook, Twitter and other social media channels have vast potential to aid learning, or for a tool to develop a sense of community and belonging. Every social media and online platform is unique, and staff should be aware that the guidance is to safeguard children and staff and is based on the principle of transparency and using social media for learning.

Staff who wish to set up professional Twitter, Facebook, Linked-In and other social media accounts must do as below:

- Name: Name-FPP (e.g. Sally Jane-FPP)
- Sign in email address: firstname.lastname@falconsboys.co.uk
- Password: shared with Designated Safeguarding Leads (DSL) and Head
- Ensure a current and appropriate photograph of yourself is uploaded where possible so pupils and parents can identify you

All professional social media accounts belonging to staff must be approved and recorded by the DSL and the Head. The DSL or other designated personnel will monitor all staff professional accounts:

- Checking there are no private messages between staff and pupils.
- Discussions in groups promote the vision and values of the school.
- Communications of staff are of appropriate content and tone.
- Check staff privacy for personal accounts is highlighted should any issue arise (personnel will not search for personal social media accounts, rather note any associated links).
- Checking cyberbullying or any worrying pupil activity related to extremism and radicalisation, or grooming.
- Checking pupils and staff are not 'friends' on Facebook or not 'connected' on LinkedIn.
- The DSL must be alerted with any concerns and address them as required, closing any accounts as required.

Staff should not have pupils, ex-pupils or parents as 'Friends' on Facebook – it is better to set up groups and pages for learning and community that are open for all to belong to. All comments and discussions should be posted visibly in forums or groups, and not privately which may be construed as informal dialogue in this medium.

Staff cannot set up Facebook groups / pages but may post content relating to the school's activities on the school's Facebook, Instagram and Twitter accounts. If any member of staff is unsure whether the content they wish to post is appropriate then they should first check with the Head or Head of Marketing.

Staff are encouraged to 'like' helpful organisations such as Childline and internet safety sites. Staff should not 'like' political parties, religious sites, or anything that may sway opinion or cause offence. Staff should be aware of the Prevent procedures and notify the DSL with any concerns about radical, provocative or sensitive activity of staff, pupils or those associated with the school community.

Staff are not to Instant Message individuals. Staff should not attempt to settle disputes or confront issues online. Incidents of online bullying must be reported and copies made of the comments.

Staff may post photographs of pupils on the school's Social Media sites as long as these pupils do not appear on the 'Social Media Exclusions' list. Staff are not allowed to share photographs of pupils on their own personal Social Media or distribute in any way.

Staff who see any inappropriate materials, bullying, racism, or any content or activities prohibited² by the school must report it to the DSL immediately.

Emails

Staff work emails may be checked should any safeguarding concerns come to light, and staff should ensure that all work emails are of a professional nature. Staff should assume that emails may not remain private and therefore no emails should be sent which would cause harm or embarrassment to pupils, staff or to the school if subsequently made public.

In accordance with the Data Protection Act, any recorded discussions about a pupil may be requested and shared with parents, pupils and other stakeholders, including discussions on email. Staff are advised to take note of this and record the full name of pupils during email dialogue, and use professional discourse at all times.

Mobile Phones

Staff are not permitted to use their personal telephones to text or call pupils. Staff should only use workphones to telephone parents. Due to the age of the boys, it should not be necessary for any members of staff to contact a child by text or phone. All correspondence should be done with the child's parents. Staff must not give out personal contact details.

For staff who hold a work mobile please note:

- Your phone must be kept switched on at all times during working hours, or if 'on call', and fully charged
- Any calls, e-mails or text messages that are sent to, or received from pupils, must be kept saved on your phone and reported to the DSL immediately.
- You must use appropriate language at all times when sending text messages and when speaking to staff on the phone
- Always address parents in a professional and friendly manner
- Please ensure you add your own personal voice mail message for your answer phone

² See appendix 2 of the ICT Usage Policy

PHOTOGRAPHY & IMAGE USAGE

General principles for staff

Any pupil photographs taken should be for work purposes only and staff should upload all photos onto the designated shared drive **FSB Staff/Photos** and create a subfolder clearly marking the name of the event / member of staff.

Staff should use their professional judgement when using a camera for work purposes.

Parents may not wish for their children to have their photographs used internally within the school, in promotional literature (prospectus, newsletters, posters etc), on social media or on the school website. All parents complete a media permission form for their child before they start at Falcons Pre-Prep giving permission, or otherwise, about where photos of their child can be used.

Every reasonable effort must be made to minimise risk of inappropriate capture and distribution of photos and images. This includes:

- securing parental consent for the use of images of their children
- not using photographs of children or staff who have left the school without their consent
- ensuring that children and staff are appropriately dressed. No photographs should be taken when children are in swimwear without the prior permission of the DSL
- ensuring that children's names are not used alongside images in publically-available material
- not using an image of any child who is subject to a court order
- storing images securely and accessible only by those authorised to do so
- storing images securely (whether physical or digital) with appropriate access controls
- ensuring staff are appropriately informed about this policy

Safeguarding

There may be a risk to the welfare of children when individual children can be identified in photographs. For that reason, we have developed this policy to make every effort to minimise risk. Where the capture or distribution of images of children raises a safeguarding concern, the Designated Safeguarding Lead (DSL) must be contacted immediately. Further details on safeguarding procedures are available in our Safeguarding policy.

Data Protection Act

Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 2018. Therefore, using such images for school publicity purposes requires the consent of either the individual concerned or in the case of pupils under 13 and directly from pupils where they are over 13. However, it is recommended that parental agreement is sought in all cases where possible. In line with the Data Protection Act, everyone responsible for using data has to follow strict rules called 'data protection principles'. They must make sure the information is:

- used fairly and lawfully
- used for limited, specifically stated purposes
- used in a way that is adequate, relevant and not excessive
- accurate
- kept for no longer than is absolutely necessary

- handled according to people's data protection rights
- kept safe and secure
- not transferred outside the UK without adequate protection

Photography and image capture in school

Images of children may be captured as part of the educational process. Recordings of pupils for school purposes will only ever be taken using official school equipment or by a designated external professional. Staff must not take or transmit any recording of pupils on any personal device. The only exception is using the app for SeeSaw from a personal phone. Staff may post directly to a child's journal via the app as the photo or media is not stored on the device. It is only stored in the SeeSaw app. Staff should also be aware that taking photographs of colleagues using personal devices should only happen with the permission of that member of staff.

Images of pupils or staff must not be displayed on websites, in publications or in a public place without specific consent. The definition of a public place includes areas where visitors to the school have access. Where photographs are taken at an event attended by large crowds, this is regarded as a public area so it is not necessary to get permission of everyone in a crowd shot. However, every effort will be made to inform attendees that photographs are being taken (for example, through signage).

On occasions, commercial video films may be made of children on educational visits and performing in school productions. The school will inform parents where arrangements have been made for a commercial photographer to film such an event.

Media permissions must be kept on file (see parental permission form at the end of this document). They will be processed in line with Alpha Plus Group's Privacy Notice, which is available on request or can be accessed via the Group's public portal.

Photography and image capture by parents

As a general rule no parent or visitor is permitted to use a camera (including a mobile phone's camera facility) whilst on school premises. However, the Data Protection Act does not apply to photographs or films taken for personal use by family and friends and it is usual for parents to want to take photographs and videos of children at school events.

Exceptions to this rule are therefore made for some³ specific events such as plays, recitals, concerts, sporting events, open days or other promotional events. We strongly advise parents against the publication of any such photographs on the internet (e.g. on social media), and we will request parents to remove any such material if we deem it illegal, harmful or inappropriate in any way.

Where appropriate, our policy regarding this matter should be explained clearly to parents by a member of staff before difficult situations arise.

³ We reserve the right to prohibit the use of cameras for some events if deemed inappropriate by staff.

Photography and image capture by pupils

Due to the age of our children, we do not envisage that our pupils will be taking any photographs or undertaking any recording. Should this take place, staff will supervise and maintain control over any photographing or recording that they do during on-school or off-site activities.

Publicity

Schools need and welcome publicity. Children's photographs add colour, life and interest to articles promoting school activities and initiatives. Making use of photographs for publicity materials and to promote the school in the press can increase pupil motivation and staff morale, and help parents and the local community identify and celebrate the school's achievements. However, photographs must be used in a responsible way. Schools need to respect children's and parents' rights of privacy and be aware of potential child protection issues.

Appendix 1 – Parental Permission Letter

MEDIA AND PHOTOGRAPHIC CONSENT

The use of digital media is an integral part of the curriculum and we are proud to be at the forefront in the use of the latest technology in the education of our pupils. This ensures that your children are prepared for the challenges of working and learning in the twenty-first century. All activities across the school now make use of a wide range of digital media.

As a part of this usage, from time to time the pupils will be recorded (in a range of formats). This is a fundamental part of your child's learning and assessment throughout his school career. We are seeking your permission to store and use these recordings within the school community. To ensure maximum security for all pupils, **no** personally identifiable information will accompany these recordings when they are displayed.

These permissions will be valid for your child's school career with us, although you have the right to change these permissions at any time in writing.

We/I have read the school's ICT Usage Policy on taking, using and storing of images of children, and we/I agree that:

Please Indicate

<u>Internal Communication:</u> The school may use our child's image/recording on internal display boards (both digital and conventional) within the school, and in material that is sent both electronically and by paper to the school community and Alpha Plus Group (i.e. parents, pupils, staff, prospective parents, Governors, alumni)	<input type="checkbox"/> Yes <input type="checkbox"/> No
<u>External Communication:</u> The school may use our child's image on social media, e.g. Twitter, Facebook, Instagram; for occasional promotional purposes e.g. accompanying press releases, advertisements, school prospectus and/or on its website	<input type="checkbox"/> Yes <input type="checkbox"/> No

We/I understand:

that consent forms are valid for the duration of the child's time at the school, and that we/I may withdraw any of these consents at any time by giving written notice to the school.

that the school will always try to contact us in advance when a visit by the media is expected.

we/I agree to adhere to the school's guidelines for the private use of cameras and recording equipment.

CHILD'S NAME:

Date of Birth:

Signature (of Parent or Guardian):

Print Name (of Parent or Guardian):

Date: