



Wetherby Kensington  
4 Wetherby Gardens  
London  
SW5 0JN

# Social Media Policy

**Policy reviewed by:** Helen Milnes

**Review date:** July 2021

**Submission:** July 2021

**Policy actioned from:** September 2021 – August 2022

**Next review date:** July 2022

**Reviewer's Signature:** *Helen Milnes*

**Head Teacher's Signature:** *Helen Milnes*

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

Please note: 'School' refers to Wetherby Kensington; 'parents' refers to parents, guardians and carer



### **Scope of this policy**

This policy is one element of our overall safeguarding strategy and should be read in conjunction with our other policies, especially:

- Safeguarding
- E-safety
- ICT Usage
- Anti-Bullying
- Learning for Life (PSHE)

The policy is directed towards staff. Social media guidelines for pupils are included in Appendix 1.

### **General principles regarding staff use of e-communications and social media**

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. Texting<sup>1</sup> and instant messaging with pupils must be avoided.

### **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. Caution is advised when inviting work colleagues 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 (PSHE) and assemblies will educate boys 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.

---

<sup>1</sup> 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 have vast potential to aide 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 boys 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-WKS (e.g. Helen Milnes WKS)
- Sign in email address: [firstname.lastname@wetherbykensington.co.uk](mailto:firstname.lastname@wetherbykensington.co.uk)
- Password: shared with Designated Safeguarding Leads (DSL) and Headmistress
- Ensure a current and appropriate photograph of yourself is uploaded where possible so pupils can identify you

All professional social media accounts belonging to staff must be approved and recorded by the DSL and the Headmistress. The DSL or other designated personnel will check all staff professional accounts on a weekly basis:

1. Checking there are no private messages between staff and pupils.
2. Discussions in groups promote the vision and values of the school.
3. Communications of staff are of appropriate content and tone.
4. 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).
5. Checking cyberbullying or any worrying pupil activity related to extremism and radicalisation, or grooming.
6. Checking pupils and staff are not 'friends' on Facebook or not 'connected' on Linked-in.
7. 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.

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 offense. 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 should not post photographs of pupils on any work Social Media sites unless approved by the DSL. Staff are not allowed to share photographs of pupils on personal Social Media or distribute in any way.

Staff who see any inappropriate materials, bullying, racism, or any content or activities prohibited<sup>2</sup> 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 Phone Policy**

Staff are not permitted to use their personal telephones to text or call pupils. Staff should only use workphones to telephone pupils / 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 boy'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.
- No photos must be taken on a mobile phone.
- If you have any concerns about a text received from a boy, then you must forward this on to the DSL immediately. Any welfare or child protection concerns should be sent to the DSL during the day

---

<sup>2</sup> See appendix 2 of the ICT Usage Policy



- 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

### **Pupil Photographs**

Please note that any pupil photographs taken should be for work purposes only and staff should upload all photos onto the designated shared drive T:Digital 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.

No photographs should be taken when boys are in swimwear without the prior permission of the DSL.

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

### **Social Media Guidelines for Pupils**

Due to the age of the boys at Wetherby Kensington none of them 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 boy is found to have an account on social media this must be reported to the Headmistress and DSL immediately.

All mobile phones must be handed into the office at the beginning of the school day, the Internet capability must be switched off. Failure to follow this guidance will result in a total ban for the pupil using a mobile phone

### **Social Media Guidelines for Staff**

- 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 in 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's area on the social networking site. Neither should they permit the 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 Headmistress 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 Headmistress. Parents will be informed if this happens
- Please report any improper contact or cyber bullying to your DSL as soon as it happens.