OVERVIEW

Social networking sites such as Facebook and Twitter are now widely used and these types of media allow people to communicate in ways that were not previously possible. Unfortunately such sites can be used inappropriately by some as a means of expressing negative or offensive views about schools and their staff. This document sets out this school's approach to parental use of such sites and sets out the procedures that will be followed and action that may be taken when it is considered that parents have used such facilities inappropriately. Where there is reference to "parent" in this document this also include carers, relatives or anyone associated with the school.

OBJECTIVES

The purpose of this policy is to:

- Encourage social networking sites to be used in a beneficial and positive way by parents
- Safeguard pupils, staff and anyone associated with the school from the negative effects of social networking site
- Safeguard the reputation of the school from unwarranted abuse on social networking sites
- Clarify what the school considers to be appropriate and inappropriate use of social networking sites by parents
- Set out the procedures the school will follow where it is considered that parents have inappropriately or unlawfully used social networking sites to the detriment of the school, staff, pupils or anyone else associated with the school
- Set out the action the school will consider taking if parents make inappropriate use of social networking sites

APPROPRIATE USE OF SOCIAL NETWORKING SITES BY PARENTS

Social networking sites have potential to enhance the learning and achievement of pupils and enable parents to access information about the school and provide feedback efficiently and easily. In addition, the school recognises that many parents and other family members will have personal social networking 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 networking sites about the school, staff, pupils or anyone else associated with the school:

- Is the social networking site the appropriate channel to raise concerns, give this feedback or express these views?
- Would a private and confidential discussion with someone in the school be more appropriate? If there are serious allegations being made/ concerns being raised, social media or internet sites should not be used to name individuals and make abusive comments. Please contact the school to discuss any concerns you may have
- Are such comments likely to cause emotional or reputational harm which would not be justified, particularly if the school has not yet had a chance to investigate a complaint?
- The reputational impact that the posting of such material may have to the school, 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' learning

INAPPROPRIATE USE OF SOCIAL NETWORKING SITES BY PARENTS

Although social networking sites may appear to be the quickest and easiest way to express frustrations or concerns about the school and those associated with it, it is rarely appropriate to do so. Other channels such as a private and confidential discussion with the Headteacher or member of the Governing Body, or using the school's formal complaints process are much better suited to this. The School considers the following examples to be inappropriate uses of social networking sites. (This list is non-exhaustive and intended to provide examples only):

- Naming children or posting any comments about children who attend Cleator Moor Nursery School
- Making allegations about staff or anyone else connected with the school
- Making any posts that could be deemed to be cyber-bullying
- Making complaints about the school or staff at the school
- Making defamatory statements about the school or staff at the school
- Posting negative or offensive comments about staff or any other individual connected to the school
- Posting racist comments
- Posting comments which threaten violence

Parents should also ensure that their children are not using social networking and other 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 their children's online activity, including in relation to their use of social media. Please note that most social networking sites require the user to be at least 13 years old.

PROCEDURE THE SCHOOL WILL FOLLOW IF INAPPROPRIATE USE CONTINUES

The School will always try to deal with concerns raised by parents in a professional and appropriate manner and understands that parents may not always realise when they have used social networking sites inappropriately. Therefore, as a first step the school will usually discuss the matter with the parent to try and resolve it and to ask that the relevant information is removed from the social networking site in question. If the parent refuses to do this and

continues to use social networking sites in a manner the school considers inappropriate, the school will consider taking the following action:

- Take legal advice and/ or legal action where the information posted is defamatory in any way or if the circumstances warrant this
- Set out the school's concerns to you in writing, giving you a warning and requesting that the material in question is removed
- Contact the police where the school feels it appropriate – for example, if it considers a crime (such as harassment) has been committed or in cases where the posting has a racial element, is considered to be grossly obscene, grossly offensive or is threatening violence
- If the inappropriate comments have been made on a school website or online forum, the school may take action to block or restrict that individual's access to that website or forum
- Contact the host/provider of the social networking site to complain about the content of the site and ask for removal of the information
- Take other legal action against the individual

SOCIAL NETWORKING SITES – GUIDANCE FOR PARENTS

There are many children of Primary School age who have Facebook Profiles despite the permitted minimum age to use the site being 13, according to the site terms and conditions.

Our school is committed to promoting the safe and responsible use of the Internet and as such we feel it is our responsibility to raise this particular issue as a concern. Whilst children cannot access Facebook or other social networking sites at school, they could have access to it on any other computer or mobile technology. Websites such as Facebook offer amazing communication and social connections, however they are created with their audience in mind and this is specifically 13 years old. Possible risks for children under 13 using the site may include:

- Facebook use 'age targeted' advertising and therefore your child could be exposed to adverts of a sexual or other inappropriate nature, depending on the age they stated they were when they registered;
- Children may accept 'friend requests' from people they don't know in real life which could increase the risk of inappropriate contact or behaviour;
- Facebook is one of the social networking sites used by those attempting to radicalise young people;
- Language, games, groups and content posted or shared on Facebook is not moderated, and therefore can be offensive, illegal or unsuitable for children;
- Photographs shared by users are not moderated and therefore children could be exposed to inappropriate images or even post their own;
- Underage users might be less likely to keep their identities private and lying about their age can expose them to further risks regarding privacy settings and other options;
- Facebook could be exploited by bullies and for other inappropriate contact;
- Facebook cannot and does not verify its members therefore it important to remember that if your child can lie about who they are online, so can anyone else!

We feel that it is important to point out to parents the risks of underage use of such sites, so you can make an informed decision as to whether to allow your child to have a profile or not. These profiles will have been created away from school and sometimes by a child, their friends, siblings or even parents. We will take action (such as reporting aged profiles) if a problem comes to our attention that involves the safety or wellbeing of any of our children.

Should you decide to allow your children to have a Facebook profile we strongly advise you to:

- Check their profile is set to private and that only 'friends' can see information that is posted;
- Monitor your child's use and talk to them about safe and appropriate online behaviour such as not sharing personal information and not posting offensive messages or photos;
- Ask them to install the CEOP (Child Exploitation and Online Protection Centre) application from www.facebook.com/clickceop on their profile. This places a bookmark on their profile to CEOP and the 'Report Abuse' button which has been known to deter offenders;
- Have a look at the advice for parents from Facebook www.facebook.com/help/?safety=parents;
- Set up your own profile so you understand how the site works and ask them to add you as a friend on their profile so you can keep track of what they are posting online;
- Make sure your child understands the following rules:
  - ➢ Always keep your profile private;
  - ➢ Never accept friends you don't know in real life;
  - ➢ Never post anything which could reveal your identity;
  - ➢ Never post anything you wouldn't want your parents to see;
  - ➢ Never agree to meet someone you only know online without telling a trusted adult;
  - ➢ Always tell someone if you feel threatened or someone upsets you.

We recommend that all parents visit the CEOP ThinkUKnow website for more information on keeping your child safe online.