

John Ruskin Primary School and Language Classes

Social Media Policy

Co-ordinator: Owen Thompson

New for: September 2024

Next review: September 2027



"Be Responsible, be fair, stay positive and care"

Our social media presence

John Ruskin School works on the principle that if we don't manage our social media reputation, someone else will.

Online Reputation Management (ORM) is about understanding and managing our digital footprint (everything that can be seen or read about the school online). Few parents will apply for a school place without first Googling the school, and the Ofsted pre-inspection check includes monitoring what is being said online.

Negative coverage almost always causes some level of disruption. Up to half of all cases dealt with by the Professionals Online Safety Helpline (POSH: helpline@saferinternet.org.uk) involve schools' (and staff members') online reputation.

Accordingly, we manage and monitor our social media footprint carefully to know what is being said about the school and to respond to criticism and praise in a fair, responsible manner; even though, at present, there are no official/active school social media accounts.

Staff, pupils' and parents' social media presence

Social media (including all apps, sites and games that allow sharing and interaction between users) is a fact of modern life, and as a school, we accept that many parents, staff and pupils will use it. However, as stated in the Acceptable Use Agreements which all members of the school community are asked to read and sign, we expect everybody to behave in a positive manner, engaging respectfully with the school and each other on social media, in the same way as they would face to face.

This positive behaviour can be summarised as not making any posts which are or could be construed as bullying, aggressive, rude, insulting, illegal or otherwise inappropriate, or which might bring the school or (particularly for staff) teaching profession into disrepute. This applies both to public pages and to private posts, *e.g.*, parent chats, pages or groups.

If parents have a concern about the school, we would urge them to contact us directly and in private to resolve the matter. If an issue cannot be resolved in this way, the school complaints procedure should be followed. Sharing complaints on social media is unlikely to help resolve the matter, but can cause upset to staff, pupils and parents, also undermining staff morale and the reputation of the school (which is important for the pupils we serve).

Many social media platforms have a minimum age of 13 (note that WhatsApp is 16+), but increasingly the school is dealing with issues arising on social media involving pupils under the age of 13. We ask parents to respect age ratings on social media platforms wherever possible and not encourage or condone underage use. It is worth noting that Online Harms regulation is likely to require more stringent age verification measures over the coming years.

Despite this, the school has to strike a difficult balance of not encouraging underage use at the same time as needing to acknowledge online reality in order to best help our pupils/students to avoid or cope with issues if they arise. John Ruskin School implements a newly devised and age-appropriate digital literacy curriculum from years 1-6, with online safety lessons focussing on social media and other online behaviour, how to be a good friend online and how to report bullying, misuse,

intimidation or abuse (amongst other issues). However, children will often learn most from the models of behaviour they see and experience, which will often be from adults.

Parents can best support this by talking to their children about the apps, sites and games they use (you don't need to know them – ask your child to explain it to you), with whom, for how long, and when (late at night / in bedrooms is not helpful for a good night's sleep and productive teaching and learning at school the next day). You may wish to refer to the [Digital Family Agreement](#) to help establish shared expectations and the [Top Tips for Parents](#) poster along with relevant items and support available from parentsafe.lgfl.net and introduce the [Children's Commission Digital 5 A Day](#).

Email is the official electronic communication channel between parents and the school. Social media, including chat apps such as WhatsApp, are not appropriate for school use and currently, the school has no official/active social media accounts.

Pupils/parents should not be 'friends' with¹ or make a friend request/follow² to any staff, governors, volunteers and contractors or otherwise communicate via social media. This is laid out clearly in the Acceptable Use Agreements. We accept that this can be hard to control, but this highlights the need for staff to remain professional in their private lives. In the reverse situation, however, staff must not follow such public student accounts.

Staff are reminded that they are obliged not to bring the school or profession into disrepute and the easiest way to avoid this is to have the strictest privacy settings and avoid inappropriate sharing and oversharing online. They should never discuss the school or its stakeholders on social media and be careful that their personal opinions might not be attributed to the school, trust or local authority, bringing the school into disrepute.

The serious consequences of inappropriate behaviour on social media are underlined by the fact that there has been a significant number of Prohibition Orders issued by the Teacher Regulation Agency to teaching staff that involved misuse of social media/technology.

All members of the school community are reminded that particularly in the context of social media, it is important to comply with the school policy on **Error! Reference source not found.** Any pictures and/or videos taken at school (*i.e.*, sport's day, class assemblies *etc.*) should not be shared on social media. There may be cultural or legal reasons why this would be inappropriate or even dangerous.

The statements of the Acceptable Use Agreements which all members of the school community have signed are also relevant to social media activity, as is the school's Data Protection Policy.

Social media incidents

See the social media section later in this document for rules and expectations of behaviour for children and adults in the community. These are also governed by school Acceptable Use Policies and the school social media policy.

¹ Exceptions may be made, *e.g.*, for pre-existing family links, but these must be approved by the Headteacher, and should be declared upon entry of the pupil or staff member to the school).

² Any attempt to do so may be a safeguarding concern or disciplinary matter and should be notified to the DSL (if by a child) or to the Headteacher (if by a staff member).

Breaches will be dealt with in line with the school behaviour policy (for pupils) or code of conduct/handbook (for staff).

Further to this, where an incident relates to an inappropriate, upsetting, violent or abusive social media post by a member of the school community, John Ruskin will request that the post be deleted and will expect this to be actioned promptly.

Where an offending post has been made by a third party, the school may report it to the platform where it is hosted, and may contact the Professionals' Online Safety Helpline, POSH (run by the UK Safer Internet Centre) for support or help to accelerate this process. The police or other authorities may be involved where a post is potentially illegal or dangerous.

Extremism

The school has obligations relating to radicalisation and all forms of extremism under the Prevent Duty. Staff will not support or promote extremist organisations, messages or individuals, give them a voice or opportunity to visit the school, nor browse, download or send material that is considered offensive or of an extremist nature. We ask for parents' support in this also, especially relating to social media, where extremism and hate speech can be widespread on certain platforms.



Acceptable Use Agreement for KS1 Pupils



My name is _____

Date: _____

I keep **SAFE online and on my devices**, because...



I only **USE** devices or apps, sites or games if I am allowed to

I **TELL** a trusted adult if I'm upset, worried, scared or confused

I look out for my **FRIENDS** and tell someone if they need help

I **KNOW** that online people aren't always who they say they are

I understand that things I read online are not always **TRUE**

Anything I do online can be shared and might stay online **FOREVER**

I don't keep **SECRETS**  unless they are a present or nice surprise

I don't have to do **DARES OR CHALLENGES** 

I don't change **CLOTHES** or get undressed in front of a camera

I always check before **SHARING** my personal information

I ask **PERMISSION** before sharing other people's stories and photos

I am **KIND** and polite to everyone

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My trusted adults are:

_____ at school

_____ at home

_____ at _____



Acceptable Use Agreement for KS2 Pupils



This document is to provide some guidelines to ensure that you stay safe and act responsibly when using the computers. When we talk about Computing and ICT, we are talking about computers, laptops, iPads, smartphones and everything else including cameras and other devices. By using the ICT in school, you have agreed to follow these rules. These rules will be discussed with you as a class before you sign them.

These statements can keep me and others safe & happy at school and home

1. ***I learn online*** – I use school internet, devices and logins for school and homework, to learn and have fun. School can see what I am doing to keep me safe, even when at home.
2. ***I behave the same way on devices as face to face in the classroom, and so do my teachers*** – If I get asked to do anything that I would find strange in school, I will tell another teacher.
3. ***I ask permission*** – At home or school, I only use the devices, apps, sites and games I am allowed to and when I am allowed to.
4. ***I am creative online*** – I don't just use apps, sites and games to look at things other people made or posted; I also get creative to learn or make things.
5. ***I am a good friend online*** – I won't share or say anything I know would upset another person or they wouldn't want shared. If a friend is worried or needs help, I remind them to talk to an adult, or even do it for them.
6. ***I am not a bully*** – I know just calling something fun, a joke or 'banter' doesn't stop it hurting someone else. I do not post, make or share unkind, hurtful or rude messages/comments and if I see it happening, I will tell my trusted adults.
7. ***I am a secure online learner*** – I keep my passwords to myself and reset them if anyone finds them out. Friends don't share passwords!
8. ***I am careful what I click on*** – I don't click on unexpected links or popups, and only download or install things when I know it is safe or has been agreed by trusted adults. Sometimes app add-ons can cost money, so it is important I always check.
9. ***I ask for help if I am scared or worried*** – I will talk to a trusted adult if anything upsets me or worries me on an app, site or game – it often helps. If I get a funny feeling, I talk about it.
10. ***I know it's not my fault if I see or someone sends me something bad*** – I won't get in trouble, but I mustn't share it. Instead, I will tell a trusted adult.
11. ***If I make a mistake I don't try to hide it but ask for help.***
12. ***I communicate and collaborate online*** – with people I already know and have met in real life or that a trusted adult knows about.
13. ***I know online friends might not be who they say they are*** – I am careful when someone wants to be my friend. Unless I have met them face to face, I can't be sure who they are.
14. ***I never pretend to be someone else online*** – it can be upsetting or even dangerous.
15. ***I check with a parent/carer before I meet an online friend*** the first time; I never go alone.
16. ***I don't go live (videos anyone can see) on my own*** – and always check if it is allowed. I check with a trusted adult before I video chat with anybody for the first time.

17. ***I don't take photos or videos or people without them knowing or agreeing to it*** – and I never film fights or people when they are upset or angry. Instead ask an adult or help if it's safe.
18. ***I keep my body to myself online*** – I never get changed or show what's under my clothes when using a device with a camera. I remember my body is mine and no-one should tell me what to do with it; I don't send any photos or videos without checking with a trusted adult.
19. ***I say no online if I need to*** – I don't have to do something just because someone dares or challenges me to do it, or to keep a secret. If I get asked anything that makes me worried, upset or just confused, I should say no, stop chatting and tell a trusted adult immediately.
20. ***I tell my parents/carers what I do online*** – they might not know the app, site or game, but they can still help me when things go wrong, and they want to know what I'm doing.
21. ***I follow age rules*** – 13+ games, apps and films aren't good for me so I don't use them – they may be scary, violent or unsuitable. 18+ games are not more difficult but very unsuitable.
22. ***I am private online*** – I only give out private information if a trusted adult says it's okay. This might be my address, phone number, location or anything else that could identify me or my family and friends; if I turn on my location, I will remember to turn it off again.
23. ***I am careful what I share and protect my online reputation*** – I know anything I do can be shared and might stay online forever (even on Snapchat or if I delete it).
24. ***I am a rule-follower online*** – I know that apps, sites and games have rules on how to behave, and some have age restrictions. I follow the rules, block bullies and report bad behaviour, at home and at school.
25. ***I am part of a community*** – I do not make fun of anyone or exclude them because they are different to me. If I see anyone doing this, I tell a trusted adult and/or report it.
26. ***I respect people's work*** – I only edit or delete my own digital work and only use words, pictures or videos from other people if I have their permission or if it is copyright free or has a Creative Commons licence.
27. ***I am a researcher online*** – I use safe search tools approved by my trusted adults. I know I can't believe everything I see online, and I know which sites to trust, and how to double check information I come across. If I am not sure I ask a trusted adult.

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**I have read and understood this agreement. If I have any questions, I will speak to a trusted adult:**

**at school that might mean** \_\_\_\_\_

**Outside school, my trusted adults are** \_\_\_\_\_

**Signed:** \_\_\_\_\_

**Date:** \_\_\_\_\_



## Acceptable Use Agreement for Staff, governors & volunteers



### Background

We ask everyone involved in the life of John Ruskin Primary School to sign an Acceptable Use Agreement, which outlines how we expect them to behave when they are online, and/or using school networks, connections, internet connectivity and devices, cloud platforms and social media (both when on school site and outside of school).

This agreement will be reviewed annually, and staff, governors and volunteers are asked to sign it when starting at the school and whenever changes are made. All staff (including support staff), governors and volunteers have particular legal / professional obligations and it is imperative that all parties understand that online safety is part of safeguarding as well as part of the curriculum, and it is everybody's responsibility to uphold the school's approaches, strategy and policy as detailed in the full Online Safety Policy.

If you have any questions about this agreement or our approach to online safety, please speak to the Computing lead.

### What am I agreeing to?

#### 1. (This point for staff and governors):

I have read and understood John Ruskin's full E-Safety policy and agree to uphold the spirit and letter of the approaches outlined there, both for my behaviour as an adult and enforcing the rules for pupils/students. I will report any breaches or suspicions (by adults or children) in line with the policy without delay as outlined in the E-Safety Policy.

2. I understand online safety is a core part of safeguarding and part of everyone's job. It is my duty to support a whole-school safeguarding approach and to learn more each year about best-practice in this area.
3. I will report any behaviour which I believe may be inappropriate or concerning in any way to the Designated Safeguarding Lead and make them aware of new trends and patterns that I might identify.
4. I will follow the guidance in the Safeguarding and E-Safety policies for reporting incidents (including for handling incidents and concerns about a child in general, sharing nudes and semi-nudes, upskirting, bullying, sexual violence and harassment, misuse of technology and social media)
5. I understand the principle of 'safeguarding as a jigsaw' where my concern or professional curiosity might complete the picture; online-safety issues (particularly relating to bullying and sexual harassment and violence) are most likely to be overheard in the playground, corridors, toilets and other communal areas outside the classroom.
6. I will take a zero-tolerance approach to all forms of child-on-child abuse (not dismissing it as banter), including bullying and sexual violence & harassment – know that 'it could happen here'!
7. I will be mindful of using appropriate language and terminology around children when addressing concerns, including avoiding victim-blaming language
8. I will identify opportunities to thread online safety through all school activities as part of a whole school approach in line with the PSHE and SRE curriculum, both outside the classroom and within



the curriculum, and making the most of unexpected learning opportunities as they arise (which have a unique value for pupils).

9. When overseeing the use of technology in school or for homework or remote teaching, I will encourage and talk about appropriate behaviour and how to get help and consider potential risks and the age-appropriateness of websites (find out what appropriate filtering and monitoring systems are in place and how they keep children safe).
10. I will follow best-practice pedagogy for online-safety education, avoiding scaring and other unhelpful prevention methods.
11. I will prepare and check all online sources and classroom resources before using for accuracy and appropriateness.
12. I will carefully supervise and guide pupils when engaged in learning activities involving online technology, supporting them with search skills, critical thinking, age-appropriate materials and signposting, and legal issues such as copyright and data protection.
13. During any periods of remote learning, I will not behave any differently towards students compared to when I am in school and will follow the same safeguarding principles as outlined in the main safeguarding policy when it comes to behaviour.
14. I understand that school systems and users are protected by security, monitoring and filtering services, and that my use of school devices, systems and logins on my own devices and at home (regardless of time, location or connection), including encrypted content, can be monitored/captured/viewed by the relevant authorised staff members.
15. I know the filtering and monitoring systems used within school and the types of content blocked and am aware of the increased focus on these areas in KCSIE 2023. If I discover pupils may be bypassing blocks or accessing inappropriate material, I will report this to the DSL without delay.
16. I understand that I am a role model and will promote positive online safety and model safe, responsible and positive behaviours in my own use of technology both in and outside school, including on social media, e.g. by not sharing other's images or details without permission and refraining from posting negative, threatening or violent comments about others, regardless of whether they are members of the school community or not.
17. I will not contact or attempt to contact any pupil or to access their contact details (including their usernames/handles on different platforms) in any way other than school-approved and school-monitored ways. I will report any breach of this by others or attempts by pupils to do the same to the headteacher.
18. Details on social media behaviour, the general capture of digital images/video and on my use of personal devices is stated in the full E-Safety and Social Media policies. If I am ever not sure, I will ask first.
19. I will never use school devices and networks/internet/platforms/other technologies to access material that is illegal or in any way inappropriate for an education setting. I will not attempt to bypass security or monitoring and will look after devices loaned to me.
20. I will not support or promote extremist organisations, messages or individuals, nor give them a voice or opportunity to visit the school. I will not browse, download or send material that is considered offensive or of an extremist nature.

21. I understand and support the commitments made by pupils/students, parents and fellow staff, governors and volunteers in their Acceptable Use Agreements and will report any infringements in line with school procedures.
22. I understand that breach of this Acceptable Use Agreement and/or of the school's full E- Safety Policy may lead to appropriate staff disciplinary action or termination of my relationship with the school and where appropriate, referral to the relevant authorities.

**To be completed by the user**

I have read, understood and agreed to this agreement. I understand that it is my responsibility to ensure I remain up to date and read and understand the school's most recent E-safety / safeguarding policies. I understand that failure to comply with this agreement could lead to disciplinary action.

**Signature:**

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**Name:**

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**Role:**

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**Date:**

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## Acceptable Use Agreement for Parents/carers



### Background

We ask all children, young people and adults involved in the life of John Ruskin Primary School to read and sign an Acceptable Use Agreement to outline how we expect them to behave when they are online, and/or using school networks, connections, internet connectivity and devices, cloud platforms and social media (both when on school site and outside of school).

Your child has also signed an Acceptable Use Agreement which is kept digitally on file at school.

We tell your children that **they should not behave any differently when they are out of school or using their own device or on a home network.** What we tell pupils about behaviour and respect applies to all members of the school community, whether they are at home or school. We seek the support of parents and carers to reinforce this message and help children to behave in a safe way when online:

**“Treat yourself and others with respect at all times; treat people in the same way when you are online or on a device as you would face to face.”**

### Where can I find out more?

You can read John Ruskin’s full Online Safety Policy on the school website for more detail on our approach to online safety and links to other relevant policies (e.g., Safeguarding and Child Protection Policy, Behaviour Policy, etc). If you have any questions about this Acceptable Use Agreement or our approach to online safety, please contact the office.

### What am I agreeing to?

1. I understand that John Ruskin uses technology as part of the daily life of the school when it is appropriate to support teaching & learning and the smooth running of the school, and to help prepare the children and young people in our care for their future lives.
2. I understand that the school takes every reasonable precaution to keep pupils safe and to prevent pupils from accessing inappropriate materials, including through behaviour policies and agreements, physical and technical monitoring, education and support and web filtering.
3. School network protections will be superior to most home filtering. However, please note that accessing the internet always involves an element of risk and the school cannot be held responsible for the nature and content of materials accessed through the internet and mobile technologies. Schools are asked not to ‘overblock’ or provide an experience which is so locked down as to block educational content or not train pupils for life in an online world.
4. I understand that internet and device use in school, and use of school-owned devices, networks and cloud platforms out of school is subject to filtering and monitoring.
5. I understand and will help my child to use any devices at home in the same manner as when in school, including during any remote learning periods.

6. I will promote positive online safety and model safe, responsible and positive behaviours in my own use of technology, including on social media: not sharing other's images or details without permission and refraining from posting negative, threatening or violent comments about others, including the school staff, volunteers, governors, contractors, pupils or other parents/carers.
7. Children are not allowed mobile phones and/or devices in schools. Parents are kindly reminded that urgent messages can be passed via the school office.
8. The impact of social media use is often felt strongly in schools, which is why we expect certain behaviours from pupils when using social media. I will support the school's social media policy and not encourage my child to join any platform where they are below the minimum age.
9. I will follow the school's Social Media policy which outlines when I can capture and/or share images/videos. I will not share images of other people's children on social media and understand that there may be cultural or legal reasons why this would be inappropriate or even dangerous. The school sometimes uses images/video of my child for internal purposes such as recording attainment, but it will only do so publicly if I have given my consent on the relevant form.
10. I understand that for my child to grow up safe online, they will need positive input from school and home, so I will talk to my child about online safety and refer to [parentsafe.lgfl.net](https://parentsafe.lgfl.net) for advice and support on safe settings, parental controls, apps and games, talking to them about life online, screentime and relevant topics from bullying to accessing pornography, extremism and gangs, sharing inappropriate content *etc.*
11. I understand that my child needs a safe and appropriate place to do home learning, whether for homework or during times of school closure. When on any video calls with school, my child will be fully dressed and not in bed, and the camera angle will point away from beds/bedding/personal information *etc.* Where it is possible to blur or change the background, I will help my child to do so.
12. If my child has online tuition, I will refer to the Online Tutors – Keeping children Safe poster and undertake necessary checks where I have arranged this privately, ensuring they are registered/safe and reliable, and for any tuition to remain in the room where possible, ensuring my child knows that tutors should not arrange new sessions or online chats directly with them.
13. I understand that whilst home networks are much less secure than school ones, I can apply child safety settings to my home internet and to various devices, operating systems, consoles, apps and games. There are also child-safe search engines e.g. kiddle.co and YouTube Kids is an alternative to YouTube with age appropriate content. Find out more at [parentsafe.lgfl.net](https://parentsafe.lgfl.net)
14. I understand that it can be hard to stop using technology sometimes, and I will talk about this to my child, and refer to the principles of the Digital 5 A Day: [childrenscommissioner.gov.uk/our-work/digital/5-a-day/](https://childrenscommissioner.gov.uk/our-work/digital/5-a-day/)
15. I understand and support the commitments made by my child in the Acceptable Use Policy (Acceptable Use Agreement) which they have signed, and I understand that they will be subject to sanctions if they do not follow these rules.
16. I can find out more about online safety at John Ruskin by reading the full Online Safety Policy, available on the school website.
17. If I have any concerns about my child/ren's use of technology, or about that of others in the community, or if I have questions about online safety or technology use in school, I can talk to school leadership.

