# What’s different about this policy for September 2024?

This AUP is largely unchanged this year. Nonetheless, we recommend you review all policies and AUPs in the light of any school changes, closures, new technologies used and incidents over the past year.

If you have had issues with non-official accounts being set up in the school’s name, you may wish to address it here.

# Cover sheet – \*\*delete this page once you have finished editing the document

* Whilst this document has been created in response to requests from schools for a standalone document, it is an extract from the LGfL SafeguardED main online safety policy template for schools, available at [safepolicies.lgfl.net](https://safepolicies.lgfl.net), with only minor alterations to make it work as a standalone document. If it is helpful in your context, you may decide to use it as a separate document, but you could also keep it within the main OS policy and simply refer to it wherever necessary (e.g. in Acceptable Use Policies; our templates allow you to do this).
* Please be careful that the messages in this policy do not contradict others in your online safety, safeguarding policy, or acceptable use policies.
* Every school is different – some will be more or less comfortable with the use of social media. However, even if you do not have school accounts or allow any use of social media in school or relating to school, it is important to nonetheless have a clear policy to avoid confusion. Equally, the principle applies that “If you aren’t managing your social media presence, somebody else will”.
* You will want to edit / remove / add items in this policy based on the knowledge of your school and your approach; it is impossible to give all options. Items highlighted in yellow need editing/completing/removing before you issue the document.
* Feel free to add your school’s name and logo, but please do not try to remove our branding/links.
* We would love to hear how you use this policy, if it’s useful, how we can improve it and what else we can do to support you – get in touch with @LGfLSafeguardED on [Facebook](https://www.facebook.com/lgflsafeguarded) or X-[Twitter](https://twitter.com/LGfLsafeguarded)
* Find our other templates for a School Online Safety Policy and Acceptable Use Policies for all members of the school community at [safepolicies.lgfl.net](https://safepolicies.lgfl.net).
* We also provide online safety educational resources (filtered by audience, theme or key stage) at [saferesources.lgfl.net](https://saferesources.lgfl.net/), and a range of materials to support outreach work with parents at [parentsafe.lgfl.net](https://parentsafe.lgfl.net).

## Our SM presence

[ Insert school name ] 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. [ If your school has no SM accounts, you may wish to add to this paragraph “…even there are no official/active school social media accounts.”]

[ Insert name ] is responsible for managing our [ Delete as appropriate ] X-Twitter/Facebook/and other social media accounts and checking our Wikipedia and Google reviews and other mentions online.

## Staff, pupils’ and parents’ SM 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 policies which all members of the school community 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 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 [ insert link or reword to direct to the relevant person ] 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 but [ delete the following sentence if not true at your school ] the school regularly deals with issues arising on social media involving pupils/students 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.

However, the school has to strike a difficult balance of not encouraging underage use at the same time as needing to acknowledge reality in order to best help our pupils/students to avoid or cope with issues if they arise. Online safety lessons will look at social media and other online behaviour, how to be a good friend online and how to report bullying, misuse, intimidation or abuse. 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](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/947546/Sharing_nudes_and_semi_nudes_how_to_respond_to_an_incident_Summary_V2.pdf) to help establish shared expectations and the [Top Tips for Parents](https://static.lgfl.net/LgflNet/downloads/digisafe/Parent-Top-Tips-Safe-Online-Corona.pdf) poster along with relevant items and support available from [parentsafe.lgfl.net](https://parentsafe.lgfl.net/) and introduce the [Children’s Commission Digital 5 A Day](https://www.childrenscommissioner.gov.uk/our-work/digital/5-a-day/).

Although the school has an official [ Edit as appropriate ] Facebook / X-Twitter / Instagram account and will respond to general enquiries about the school, it asks parents/carers not to use these channels, especially not to communicate about their children.

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. [ Reference any other relevant platforms here also, or edit if social media contact is allowed, and what controls are in place ]

[ Edit the following for exceptions and alternative rules if social media is more widely used as part of school life, adding the restrictions and controls if it is, e.g. if a Facebook class group is allowed, then at least a second unrelated teacher must be part of the group to monitor activity between the teacher and students ]

As outlined in the Acceptable Use Policies, pupils/students are not allowed\* to be ‘friends’ with or make a friend request\*\* to any staff, governors, volunteers and contractors or otherwise communicate via social media.

Pupils/students are discouraged from ‘following’ staff, governor, volunteer or contractor public accounts (e.g. following a staff member with a public Instagram account) as laid out in the AUPs. However, 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.

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

\*\* 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).

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 considerable 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 Digital images and video [this links to the section in this document; provide other link if you have this as a separate document ] and permission is sought before uploading photographs, videos or any other information about other people. Parents must **not** covertly film or make recordings of any interactions with pupils or adults in schools or near the school gates, nor share images of other people’s children on social media as there may be cultural or legal reasons why this would be inappropriate or even dangerous (see [nofilming.lgfl.net](https://nofilming.lgfl.net) for more information). The school sometimes uses images/video of children for internal purposes such as recording attainment, but it will only do so publicly if parents have given consent on the relevant form.

## Social media incidents

Social media incidents involving pupils are often safeguarding concerns and should be treated as such and staff should follow the safeguarding policy. Other policies that govern these types of incidents are the school’s Acceptable Use Policies/social media policy/online safety. [ edit as appropriate ]

Breaches will be dealt with in line with the school behaviour policy (for pupils) or code of conduct/handbook (for staff). [ edit names of documents as appropriate ]

Further to this, where an incident relates to an inappropriate, upsetting, violent or abusive social media post by a member of the school community, [ insert school name here ] 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 [ insert policy link ]. 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.

# Further questions

If parents have further questions, they can contact [ name / contact details ] at the school; the NSPCC has a parent online safety helpline which can help with general issues that are not school specific.

Staff should speak to [ insert name/s ] in the first instance, who may then call on the expertise of local authority advisers [ edit as appropriate, e.g. Multi Academy Trust ], LGfL SafeguardED or Professionals’ Online-Safety Helpline (from UK SIC).