

# KILGRASTON SCHOOL

## Social Media and Networking Policy for Students

### 1. Introduction

- 1.1 The internet provides a wide range of social media that allows users to interact with each other. The purpose of this policy is to enable the efficient, effective and safe use of social media and to ensure that all users of social networking media sites are aware of what Kilgraston School deems to be both acceptable and unacceptable use. It is expected that all students will operate within these parameters.
- 1.2 The definition of social media in the context of this policy is as follows: the opportunity to use instantaneous channels for information sharing and communication through social networking sites such as Instagram, Snapchat, Facebook, Twitter, WhatsApp and You Tube. Social media can include text, audio, video, images, podcasts and other multimedia communications. It also includes the school's own internal systems. The internet is a fast moving technology and it is impossible to cover all circumstances or emerging media – the principles set out in this policy must be followed irrespective of medium.
- 1.3 Social media opportunities undoubtedly offer huge advantages in terms of allowing students and staff to interact with each other and enhance communication and teaching and learning. Such communication methods however can increase the risk of misinformation, inappropriate communication, unprofessional behaviour and negative impact. The principles set out in this policy statement are designed to ensure that students use social media responsibly so that they protect themselves whilst also maintaining the school's reputation.
- 1.4 Kilgraston School reserves the right to amend this policy at its discretion and the policy will be regularly reviewed to ensure relevance in relation to Kilgraston's need and

technological developments. All users will be informed of any changes deemed to be necessary.

## 2. Purpose of Policy

2.1 The social media and networking policy applies to the use of social media to interact with school staff or other students for the purposes of social interaction, teaching and learning, marketing and promotional activities. This includes protecting the brand image and reputation of Kilgraston School and the privacy and wellbeing of members of staff and students at the school.

2.2 The Policy is applicable to students.

2.3 It is expected that this policy be read in conjunction with the associated policies and protocols below. It should also be considered as part of overall safeguarding and wellbeing and its related policies.

- Child Protection Policy
- Acceptable Use of ICT Facilities Policy
- Accessibility Policy
- Anti-Bullying Policy
- Behaviour and Discipline Policy
- GIRFEC Policy
- ICT User Agreement

2.4 Kilgraston recognises that students will inevitably make use of social networking sites within their own personal lives away from the school environment as well as seeking to embrace the use of these technologies for school life. The policy aims to help students understand that it is necessary to distinguish the use of social media

for personal reasons to the use of social media in connection with the school or for professional reasons. The policy exists for the protection of both staff and students and the reputation of Kilgraston School. It is therefore designed to be clear and explicit about appropriate behaviour.

- 2.5 Kilgraston is of the opinion that all information posted on the internet using social media technologies should be considered as, published, permanent and potentially public, even if it can be deemed as 'protected' in any way. Similarly, any information posted on any of the school's internal communication system should be considered as published, permanent and potentially public to all authorised users of these systems. By their very nature, social media technologies are designed to enable quick and simple ways of sharing information and it can be easy to inadvertently share information to more people than originally intended. Seemingly innocent information such as photographs, videos, opinions or comments can be vulnerable to misinterpretation and unauthorised distribution.

### 3. Student Conduct

- 3.1 As members of the school community, students must abide by the terms of Kilgraston policies and respect the rights of fellow students and staff, as well as the reputation of the school. They should think carefully about how they express themselves and bear in mind the need to also safeguard themselves. Material posted on the internet can be hard to delete and should therefore, be considered permanent.
- 3.2 Under no circumstances must a student upload images or video teachers or other students without explicit permission. No images should be held on a student iPad or personal device at any time without clear reason for having them
- 3.3 Students should not identify members of the school community in any posts or social media. If posting for school purposes, they may name themselves or other students by first name only and they should never reveal their location if it is outside the school site.

- 3.4 All students must maintain strong password security and this should be changed regularly for any social media account to prevent it from being hi-jacked and misused.
- 3.5 Where students make use of social media and networking technologies (including both internally and externally hosted sites) it is expected that they should not post comments or any other type of material on a social networking site, blog, or send text messages/ digital messages or images that:
- Could be viewed as bullying or harassing any other member of the school community.
  - May be interpreted to be racist, homophobic, sexist, ageist or otherwise discriminatory about another member of the school community
  - Are counter to the schools policies as mentioned previously or the IT user agreement.
  - Contains language, sound or video which may cause offence to another member of the school community.
  - Express opinions or encourages other members of the school community in the incitement of violence, extremism or to break the law.
  - Are likely to bring the school into disrepute.

Any transgressions of the above guidelines will be viewed as serious by the school, will be dealt with through the school disciplinary procedures and will be met with the appropriate sanction which may include suspension or the removal of a student from school. Kilgraston will not hesitate to involve the police if it considers it appropriate.

#### 4. Monitoring online presence

Under certain circumstances the school may need to monitor student email use of the internet and school systems. Students should be aware that all use of the school systems is governed by the Acceptable Use of ICT Facilities Policy and the ICT User Agreement.

If students become aware of, or are concerned about any inappropriate comments or material that is posted online they should draw these to the attention of a member of staff in order that appropriate investigation and action may be taken.

## 5. Monitoring and Review.

The impact of this policy will be monitored regularly by the Senior Leadership Team with a full review every two years. The policy will also be reconsidered if and when particular concerns are raised or when an e-safety incident has been recorded.

Person Responsible –Head of Pastoral Care

Date	Action	Reason	Review Complete	Initials
May 2019	Policy Introduced	To support students with their use and behaviour in regards of social media and the internet	Yes	GMcF
Jan 2020	Policy Reviewed		Yes	SM