

# Bishop Perrin Church of England Primary School

## Social Media Policy

Non-Statutory Policy



*Our school is a Church of England School and works in partnership with our two local parish churches, St Augustine's and Ss Philip & James'. We aim to reflect the values, traditions and beliefs of the Christian Faith and therefore our Spiritual Values underpin everything that we do.*

<b>Author</b>	JSw
<b>Date Ratified</b>	September 2023
<b>Ratification Level</b>	SLT
<b>Frequency of Renewal</b>	Every three years
<b>Policy Renewal Date</b>	September 2026

## CONTENTS

1. [Introduction](#)
2. Why will Bishop Perrin be using Instagram?
3. [Account access](#)
4. [Uploading a post](#)
5. Safeguarding pupils
6. [Who can follow the Bishop Perrin account](#)
7. [Who will Bishop Perrin follow?](#)
8. [User requirements](#)
9. [Inappropriate content](#)
10. [Reposting](#)

## 1 INTRODUCTION

If Bishop Perrin School isn't looking after its social media – someone else will! In the technology rich world our pupils, parents and the wider community live in, social media is becoming more and more part of daily life. This policy will explain acceptable use of Instagram relating to the Bishop Perrin Primary School Instagram account: @bishopperrinschool. The policy will explain the purpose of Instagram in Bishop Perrin School and the benefits that will arise from its proper use. It will also deal with any potential pitfalls from using this communication tool.

What is Instagram?

Instagram is a free photo and video sharing app available on iPhone and Android devices. The school can upload photographs and videos of school life. Instagram posts tend to reference people, places and activities and broadcast information about school life and events.

Instagram users are able to follow or be followed. To follow somebody / something ensures that all of their activity and comments appear in the followers' Instagram news feed. The obvious benefit of having followers is that the information you broadcast is instantly distributed into their news feed. The comment section of each post will be disabled to avoid any misuse. Users can also private message each other. Bishop Perrin School will not enter into private discussions with others.

@bishopperrinschool will be a public account searchable through the Instagram website.

## 2 WHY WILL BISHOP PERRIN BE USING INSTAGRAM?

The reason we will be using Instagram is twofold.

- To share and showcase the wonderful things happening at Bishop Perrin School - in particular school life and the curriculum
- For staff to engage in educational discussions and research that can enrich their own practice

As referenced above, the Bishop Perrin School Instagram account will be used to showcase work and achievements of the pupils. It will also be used to demonstrate safe and responsible use of social media and encourage the use of 21st century technology. The Bishop Perrin School account will not be used as the primary tool to support parental communication such as snow days, training day closures, etc. Instagram will also not be used to engage with individual parents directly. Important announcements and notices could be sent, however, as part of general communication to parents or as an additional method of communication to support more direct methods such as email.

### **3 ACCOUNT ACCESS**

Only SLT and office administrators will have access to upload content to the official school Instagram account. All posts from the Bishop Perrin School account must be agreed by a minimum of two members of school staff. This should add a level of security regarding the content and accuracy of the post.

### **4 UPLOADING A POST**

Posts will contain photographs (capacity of up to ten photographs on one post). Posts should only contain images of children whose parental permission has been obtained and children are only to be photographed from behind so they are not identifiable. Group/class photographs of children facing the camera could be permitted if parents have given permission for them to be on Instagram and the children are not easily identifiable when the image is enlarged. No pupil names or other identifiable information is to be used.

Details of school events and school trips should only be posted about once they have taken place.

Any posts from the official school account will be grammatically correct and will not contain text language such as lol, gr8 or l8r. Posts must also be of a positive nature.

Some posts may contain hashtags. Hashtags are short links preceded by the hashtag sign (#) which turn any word or group of words that directly follow it into a searchable link. This allows users to organise content and track discussion topics based on those keywords. Hashtags can be added anywhere within a post but are commonly found at the end of a post, for example #edchat or #PrimaryRocks. These enable posts to be added to a collection of other related posts that are generally viewed by more people. Numbers and letters can be contained within a hashtag, however spaces and punctuation marks cannot – if you want to differentiate between multiple words in a hashtag, use capitals instead (for example, #BishopPerrin).

Other posts may make reference to another individual, school or company and the @ feature can be used to direct the intended person's attention to the post. Using @ before an Instagram handle will post at the user directly, letting them know you have written to them.

Hashtags and @ are both ways to aim to increase the engagement with, and profile of, a particular post.

Posts will not routinely be used to draw attention to an individual pupil and will instead focus on the work of a class or group of pupils. The wording of the post will reflect this.

## **5 SAFEGUARDING PUPILS**

In order to safeguard the pupils at Bishop Perrin School, no names of pupils will be used and photographs will be taken from behind the pupils to avoid showing pupils' faces. Bishop Perrin School seeks specific photographic consent for the use of images on Instagram of all the pupils at the start of the academic year. Parents are free to change the permission given at any stage of the school year. This must be done in writing to the school. Posts sent from the Bishop Perrin account will adhere to this list.

Posts about school trips and events will be posted after the date for safety reasons.

The comment section will be disabled on posts to avoid upsetting or inappropriate language/comments.

SLT will regularly review followers and delete any inappropriate followers of the school account.

Posts can be made from any school hardware (for example: laptops, desktop PCs and the school iPads). If a member of staff is posting while off-site (on an education visit), they may use their personal mobile phones.

## **6 WHO CAN FOLLOW THE BISHOP PERRIN ACCOUNT**

Anyone can follow the school's Instagram account. Regular checks will take place by a member of SLT /office staff to check recent followers. Any user following the school account that is deemed unsuitable or not adding any value to the school will be blocked. SLT will make this decision on a case-by-case basis. Parents will be encouraged to follow the official school account to receive the information the school is posting up to Instagram.

## **7 WHO WILL BISHOP PERRIN FOLLOW?**

To enable Bishop Perrin School staff and children to make the most of the opportunities available on Instagram, the Bishop Perrin School account will follow other accounts linked to education. These may include (but are not limited to): other local schools; authors, venues for education trips; official local authority accounts; community focussed accounts and professional accounts of other people employed within the education sector. Under no circumstances will the official Bishop Perrin School account follow accounts belonging to parents or accounts linked to parents (e.g. business). Any member of staff is able to suggest an account which it may prove beneficial to follow, although only SLT members have permission to follow new accounts.

## **8 USER REQUIREMENTS**

The account user must comply with the requirements below. Failure to do so could possibly mean disciplinary procedures being started. Please note that school systems and users are protected and monitored by security and filtering

services to provide safe access to digital technologies. Your behaviour online when in school and on all school devices whether in school or otherwise may be subject to monitoring.

- Only use a pre-approved device to log onto the Instagram account
- There will be strong passwords for the school Instagram account (at least 10 characters long, mixture of upper- and lower-case letters, numbers and special characters). If a password has become compromised, it will be changed immediately.
- Access will be held centrally for the Instagram account in case access is required in an emergency. This will be password protected and a record kept of who has access to this information.
- We will monitor followers and those who engage. We will regularly assess the relevance of our channels to an engaged follower. Trolls will be managed offline.
- We will not engage in any online activity that may compromise our professional responsibilities
- We will only use the approved method/s of communicating with pupils or parents/carers and will only communicate with them in a professional manner and on appropriate school business
- We will not support or promote extremist organisations, messages or individuals
- We will not give a voice or opportunity to extremist visitors with extremist views
- We will report any accidental access to, or receipt of inappropriate materials, or filtering breach or equipment failure to the headteacher
- We will check copyright and not publish or distribute any work including images, music and videos, that is protected by copyright without seeking the author's permission
- Images published will not identify students by name, or other personal information
- We will ensure, when used, staff know how to use Instagram tools securely, so as not to compromise their professional role
- We understand that data protection policy requires that any information seen by SLT regarding staff or pupil information, held within the school's information management system, will be kept private and confidential, EXCEPT when it is deemed necessary that we are required by law to disclose such information to an appropriate authority
- We are aware that under the provisions of Data Protection Legislation the school and SLT have extended responsibilities regarding the creation, use, storage and deletion of data, and we will not store any pupil/student data that is not in line with the school Data Protection Policy and adequately protected. The school and the Data Protection Officer must be aware of all data storage.
- We understand it is our duty to support a whole-school safeguarding approach and will report any behaviour of other staff or pupils, which we believe may be inappropriate or concerning in any way, to the relevant senior member of staff /Designated Safeguarding Lead
- We understand that we have a responsibility to uphold the standing of the teaching profession and of the school, and that our digital behaviour can influence this

## **9 INAPPROPRIATE CONTENT**

Bishop Perrin School welcomes any referencing, interaction or mentions in appropriate content which shows the school in a positive light only. Therefore, Bishop Perrin School deems any of the following as inappropriate:

- Offensive language or remarks aimed at the school, its staff, parents, governors or others affiliated with the school
- Unsuitable images or content posted into its feed
- Unsuitable images or content finding its way from another's account into Bishop Perrin feed
- Images or text that infringe upon copyright
- Comments that aim to undermine the school, its staff, parents, governors or others affiliated with the school

In addition, Bishop Perrin School will avoid posting, liking or re-posting anything with any clear political links or associations.

Any inappropriate content will be reported to Instagram and its users will be blocked. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

## **10.REPOSTING**

From time to time the Bishop Perrin School account will be tagged in other posts. The school will decide on a post by post basis as to whether or not to repost this information from their own Instagram account. The reposting of posts from other organisations shall be undertaken by members of the SLT.