

SOCIAL MEDIA POLICY INCLUDING USE OF MOBILE PHONES AND DIGITAL PHOTOGRAPHY						
Approved by	LAC	Issue Date	September 2025	Review Date	September 2027	
Audience			Staff	✓	Pupils	✓
	Local Academy Council	✓	Parents	✓	General Public	✓

‘Our Academy is committed to safeguarding and promoting the welfare of children, young people and adults at all times and expects everybody working within the Academy to share this commitment’

Social media and social networking sites play an important role in the lives of many youngsters. We recognise that sites bring risks, but equally there are many benefits to be reaped. This document gives clarity to the way in which social media are to be used by pupils and academy staff at Charnwood Primary Academy.

There are five key areas

- The use of social networking sites by pupils within the academy
- Use of social networking by staff in a personal capacity.
- Creation of network accounts by staff for use in education.
- Comments posted by parents/carers.
- Dealing with incidents of online bullying.

A. The use of social networking sites by pupils within the academy.

The Academy's Acceptable Use Policy (AUP) makes it clear to pupils what use of social media is allowed. This states that, 'Social network sites should never be accessed/used within the academy'. If social media sites are used then staff should carry out a risk assessment to determine which tools are appropriate. The academy e-safety policy states sanctions for breaching the policy.

B. Use of social networking by staff in a personal capacity.

It is possible that a high proportion of staff will have their own social networking site accounts. It is important for them to protect their professional reputation by ensuring that they use their personal accounts in an appropriate manner.

Guidelines are issued to staff:

- Staff must never add pupils as friends into their personal accounts.
- Staff must not post pictures of events in the academy without the Head of School or Executive Headteacher's consent.
- Staff must not use social networking sites within lesson times.
- Staff need to use social networking in a way that does not conflict with the current National Teacher's Standards.
- Staff should review and adjust their privacy settings to give them the appropriate level of privacy and confidentiality.
- Staff must not post negative comments about the academy, pupils, parents or colleagues including members of our Local Academy Council.
- Staff should read and comply with 'Guidance for Safer Working Practice for Adults who Work with Children and Young People'.

Inappropriate use by staff should be referred to the Head of School or Executive Headteacher in the first instance or LADO (Local Authority Designated Officer).

C. Creation of network accounts by staff or anyone associated with the academy (i.e. PFA) for use in education.

All social media services must be approved by the Head of School or Executive Headteacher in advance of any educational work being undertaken.

SOCIAL MEDIA POLICY INCLUDING USE OF MOBILE PHONES AND DIGITAL PHOTOGRAPHY						
Approved by	LAC	Issue Date	September 2025	Review Date	September 2027	
Audience			Staff	✓	Pupils	✓
	Local Academy Council	✓	Parents	✓	General Public	✓

D. Comments posted by parents/carers.

Parents and carers will be made aware of their responsibilities regarding their use of social networking. Methods of academy communication include the prospectus, the website, newsletters, letters, texts, App and verbal discussion.

- Parents are not expected to post pictures of pupils other than their own children on social networking sites.
- Parents should make complaints through official academy channels rather than posting them on social networking sites.
- Parents should not post malicious or fictitious comments on social networking sites about any member of the academy community.
- Parents are discouraged from creating social media accounts which appear to be associated with the academy i.e. class group pages on Facebook, as these can become a source of inadvertent mis-information or forum for raising issues that should be dealt with within the guidance highlighted in the Code of Conduct & Communications policy

E. Dealing with incidents of online bullying

The academy's e-safety and Anti Bullying Policy makes sanctions regarding bullying using new technologies very clear. The policy indicates that the academy can take action against incidents that happen outside the academy if it:

- Could have repercussions for the orderly running of the academy or
- Poses a threat to another pupil or member of the public or
- Could adversely affect the reputation of the academy.

Use of social networking sites to harass, bully or intimidate would be covered by this irrespective of when/where the post was made.

Use of Mobile Phones and Digital Photography Policy

Children have their photographs taken to provide evidence of their achievements for their development records (The Early Years Foundation Stage, EYFS 2007).

Staff, visitors, volunteers and students are not permitted to use their own mobile phones to take or record any images of academy children for their own records during the academy day.

Procedures

- Under the data protection act of 2018 and UK GDPR the academy must seek parental consent to take photographs and use video recorders. Photographs will be stored on the academy network which is password protected until the academy ceases to operate, should this occur then all photographs will be shredded or deleted from the academy network.
- The academy's devices with camera function must have a password on them before use is enabled.
- Photographs may be taken during indoor and outdoor play/learning and displayed in the academy and in albums or in a child's development records for children and parent carers, LAC members, Ofsted to look through.
- Often photographs may contain other children in the background.
- Events such as Sports Day, outings, Christmas and fundraising events may be recorded by video and photographs by staff and parent/carers but always in full view of all attending. Parents must not post photographs or video containing other children on social media websites. A verbal reminder will be given by staff at each event.
- On occasion, the academy might like to use photographs of children taking part in an activity to advertise/promote the academy via the website etc, however in this instance, specific parental permission will be required.
- Many mobile phones have inbuilt cameras so staff mobile phones must not be used to take pictures of children in our academy. Visitors should be challenged if seen using a camera inappropriately or photographing children.

SOCIAL MEDIA POLICY INCLUDING USE OF MOBILE PHONES AND DIGITAL PHOTOGRAPHY						
Approved by	LAC	Issue Date	September 2025	Review Date	September 2027	
Audience			Staff	✓	Pupils	✓
	Local Academy Council	✓	Parents	✓	General Public	✓

viii. The use of cameras and mobile phones are prohibited in toilets and nappy changing areas.

ix. All academy cameras and videos should be kept securely at all times and used with appropriate authority.

Safeguarding of Children - Mobile Phone Policy

The Local Academy Council of Charnwood Primary Academy recognises that staff may need to have access to mobile phones on site during the working day. However, there have been a number of queries raised within the local authority and nationally regarding the use of mobile phones and other devices in educational settings.

The concerns are mainly based around these issues:

- Staff being distracted from their work with children
- The use of mobile phones around children
- The inappropriate use of mobile phones

Ensuring the Safe and Appropriate Use of Mobile Phones

The Governing Board of Charnwood Primary Academy allows staff to bring in mobile phones for their own personal use. However, they must be kept in their bags or cupboards at all times and are not allowed to be used in the classrooms when children are present, or in toilets, changing rooms or in the play areas at any time. If staff fail to follow this guidance, this should be reported to the Head of School or Executive Headteacher who will decide if disciplinary action should be taken.

If staff need to make an emergency call which would mean breaching this policy, they must do so from an academy phone or use their mobile phone in the staffroom.

Staff must ensure that there is no inappropriate or illegal content on the device.

Mobile phone technology may not be used to take photographs anywhere within the grounds. There are digital devices with cameras available within the setting and only these should be used to record visual information within the consent criteria guidelines of the local authority and the academy.

Members of staff may only contact a parent/carer via the office phone or on academy approved mobile phones.

Personal mobiles MUST NOT be used unless by special arrangement with Head of School or Executive Headteacher e.g. parents evening call where numbers must not be disclosed.

When children undertake an educational visit or journey, mobile phone use by adult leaders should be limited to contact with the academy office or venues being visited, except in emergencies and then only by approved telephones.

Pupils should not use mobile phones within the academy grounds and should not bring in mobile phones (or any other form of recording device) to the academy, except in exceptional circumstances about which the academy has been informed. In such circumstances, the child's phone must be kept in the academy office until they go home.

Pupil mobile phones are not permitted on educational visits or the academy bus journey.

Use of Mobile Phones for Volunteers and Visitors:

Upon their initial visit volunteers and visitors are given information informing them they are not permitted to use mobile phones on the premises. If they wish to make or take an emergency call they may use the office telephone. Neither are

	SOCIAL MEDIA POLICY INCLUDING USE OF MOBILE PHONES AND DIGITAL PHOTOGRAPHY					
Approved by	LAC	Issue Date	September 2025	Review Date	September 2027	
Audience			Staff	✓	Pupils	✓
	Local Academy Council	✓	Parents	✓	General Public	✓

volunteers or visitors permitted to take photographs or recordings of the children without the Head of School or Executive Headteacher's permission.