Social Media Policy (Students)

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Mark 12 : Verse 31
'Love your neighbour as yourself'.
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Introduction

Our Academy Vision is "Living Well Together with Dignity, Faith and Hope. We aspire to take dignified decisions and afford dignity to all members of our community, regardless of background or circumstance. Our position as a Voluntary Aided Church Academy means that the Christian faith has a central role in all our actions and decisions. We strive for excellence in all that we do, enabling our students to transform their lives and to hope for happy and successful futures.

The value of dignity is particularly relevant when we consider the use of social media within the school community.

All Saints Academy Dunstable is committed to ensuring opportunities and access for all to enable students to flourish, reach their potential in an environment based on trust that reflects our core Christian values. We aim to create and maintain awareness within the Academy of the advantages and risks of social media, so all members of the Academy share the responsibilities. We recognise the value of parents/carers in supporting their children and will look to engage them in the safe use of social media.

All Saints Academy Dunstable recognises that access to technology in school gives students, parents/carers and teachers greater opportunities to learn, engage, communicate, and develop skills that will prepare them for work, life, and citizenship. We are committed to helping students develop 21st-century technology and communication skills.

To that end, this **Social Media Policy** outlines the guidelines and behaviours that users are expected to follow when using school technologies or when using personally-owned devices on the school site.

- Students, parents/carers and teachers are expected to follow the same rules for good behaviour and respectful conduct online as offline.
- Misuse of social media can result in disciplinary action.
- All Saints Academy Dunstable makes a reasonable effort to ensure students' safety and security online, but will not be held accountable for any harm or damages that result from misuse of social media technologies.

We encourage teachers, students, staff, and other school community members to use social networking/media (Twitter, Facebook, etc.) as a way to connect with others, share educational resources, create and curate educational content, and enhance the classroom experience. While social networking is fun and valuable, there are some risks you should keep in mind when using these tools. In the social media world, the lines are blurred between what is public or private, personal or professional.

We have created these social networking/media guidelines for you to follow when representing the Academy in the virtual world.

Please do the following:

Use good judgment, be respectful and have self-worth and worth for all members of the on-line community.

- We expect you to use good judgment in all situations.
- You must know and follow the school's E-Learning policy, Code of Conduct and Privacy Policy.
- Regardless of your privacy settings, assume that all of the information you have shared on your social network is public information.

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Be respectful

- Always treat others in a respectful, positive and considerate manner.

Be responsible and ethical

- Be open about your affiliation with the Academy, eg whether you are currently or have previously been a student
- Ensure that anything you post shows that you are proud to be a student and does not bring the Academy into disrepute.

Be a good listener

- Keep in mind that one of the biggest benefits of social media is that it gives others another way to talk to you, ask questions directly and to share feedback.
- Be responsive with others when conversing online. Provide answers, thank people for their comments, and ask for further feedback, etc.
- Always be doing at least as much listening and responding as you do "talking."

Do not share the following:

Confidential information

- Do not publish, post or release information that is considered confidential or not public. If it seems confidential, it probably is. Online "conversations" are never private. Do not use your birth date, address, and mobile phone number on any public website.

Private and personal information

- To ensure your safety, be careful about the type and amount of personal information you provide. Avoid talking about personal schedules or situations.
- NEVER give out or transmit personal information of other students or their parents/carers.
- Do not take information you may receive through social networking (such as email addresses, customer names or telephone numbers) and assume it is the most up-to-date or correct.
- Always respect the privacy of the Academy community members.

Please be cautious with respect to:

Images

- Respect brand, trademark, copyright information and/or images of the Academy (if applicable).
- You may use photos and video (products, etc.) that are available on the Academy's website.
- It is **not** acceptable to post pictures of students without the expressed written consent of their parents/carers.
- Do not post pictures of others without their permission.

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Other sites

- A significant part of the interaction on blogs, Twitter, Facebook and other social networks involves passing on interesting content or linking to helpful resources.   Be aware of any content that you share and how its content may reflect on you, others around you and the Academy.
- Pay attention to the security warnings that pop up on your computer before clicking on unfamiliar links. They actually serve a purpose and protect you and the Academy.
- When using Twitter, Facebook and other tools, be sure to follow their printed terms and conditions.

And if you do not get it right…

- Be sure to correct any mistake you make immediately, and make it clear what you have done to fix it.
- Apologise for the mistake if the situation warrants it.
- If it is a MAJOR mistake (e.g., exposing private information or reporting confidential information), please let Mr Miller know immediately so the Academy can take the proper steps to help minimise the impact it may have.

Netiquette

- Users should always use the Internet, network resources, and online sites in a courteous and respectful manner.
- Users should also recognise that among the valuable content online is unverified, incorrect, or inappropriate content. Users should use trusted sources when conducting research via the Internet.
- Users should also remember **not to post anything online that they would not want parents/carers, teachers, or future colleges or employers to see**. Once something is online, it is out there—and can sometimes be shared and spread in ways you never intended.

Personal Safety

If you see a message, comment, image, or anything else online that makes you concerned for your personal safety, bring it to the attention of an adult (teacher or staff if you are at school; parent/carer if you are using the device at home) immediately.

- Users should never share personal information, including phone number, address, National Insurance number, birthday, or financial information, over the Internet without adult permission.
- Users should recognise that communicating over the Internet brings anonymity and associated risks, and should carefully safeguard the personal information of themselves and others.
- Users should not post inappropriate images, comments or selfies as this increases the risk of harm which could be emotional, mental or physical.

Cyberbullying

Cyberbullying will not be tolerated. Examples are:
- **Harassing** – repeatedly sending hurtful personal messages
- **Dissing** - sending or posting information that is intended to damage someone's reputation
- **Flaming** - sending angry, abusive online messages to intentionally provoke someone into starting an argument
- **Denigrating** - to spread negative or hurtful information

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- **Impersonating (Imping)** - impersonating the victim online, creating a false profile or pretending to be the victim saying embarrassing, lewd or mean things in order to create a bad image of them online
- **Outing** - making privately shared information (via emails, pictures, texts, or other communication) public knowledge
- **Phishing** - tricking someone into revealing personal information to strangers or friends online through a series of lies or deceptive messages.
- **Excluding** - ostracising someone from events going on online. This can take the form of not "inviting" someone into a certain page or chatroom, deleting a person's comments repeatedly so they are not heard, or just deliberately ignoring someone's presence in the online community.
- **Image Dissemination** - Used through text or e-mail, this is the passing around of humiliating photos of the victim to everyone he or she knows.
- **Happy-Slapping**- Like image dissemination, this is the publication of images and videos of an unknowing victim online to embarrass them.
- **Griefting**- abusing and angering people through online gaming
- **Trolling** - deliberately posting provocative and insulting messages about sensitive subjects or inflicting racism or misogyny on an individual
- **Fraping** - logging into someone else's account, impersonating them or posting inappropriate content in their name
- **Cyberstalking** - sending repeated and frequent messages that include real threats of physical harm

Do not send emails or post comments with the intent of scaring, hurting, or intimidating someone else.

Engaging in these behaviours, or any online activities intended to harm (physically or emotionally) another person, will result in severe disciplinary action and loss of privileges. In some cases, cyberbullying can be a crime. Remember that your activities are monitored and retained by others.

In cases of cyberbullying, the Academy reserves the right to use photographic and/or video evidence. This may include, but is not limited to, photographic stills of students' iPads, personal phones or similar; transfer of images/video from students' iPads, personal phones or similar onto Academy devices or network.

Breaches of the Policy

Any student who is found to have not followed the advice/guidance in this policy may be sanctioned in line with the Academy Behaviour Policy.

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IT Acceptable Use Policy

To ensure the safety and security of everyone at the Academy, all staff and students must agree to the IT Acceptable Use Policy

Equipment
- Never attempt to install or store programs of any type on the computers
- All maintenance should be carried out by IT support staff
- Do not eat or drink in the vicinity of the IT equipment or in IT suites
- Turn off any equipment when you have finished using it, unless you are instructed otherwise by a member of staff

Security and Privacy
- Protect your work by keeping your password to yourself; never share a logon name/password
- If you find that another user has forgotten to log off, inform a member of staff
- To protect yourself and the systems, you should respect the security on the computers.
- Your files and communications will be monitored to ensure that you are using the system responsibly
- Do not use your Academy email address to sign up to sites, mailing lists, etc, unless instructed to do so by a member of staff
- Report any suspicious looking emails to a member of staff immediately so that they can inform IT Support

Email
- If you receive an email containing material of a violent, dangerous, racist, or inappropriate content, always report such messages to a member of staff. The sending of an email containing content likely to be unsuitable for young people or Academies is strictly forbidden
- The *@asadunstable.org* account provided by IT support should be used for all communications with Academy staff and for communicating with other students for Academy work purposes
- Webmail, such as Hotmail, should not be used at all in the Academy
- The use of email for bullying will be investigated and dealt with in accordance with the Academy Bullying Policy

Licences
- All Software, Music, Images, Videos MUST have a licence that covers use in the Academy
- A copy of this must be given to the Network Manager
- No iTunes or other music, files, images can be attached to the Academy network at any time unless a licence can be produced

Internet
Users shall not visit unsuitable Internet sites, make, post, download, upload or pass on, material, remarks, proposals or comments that contain or relate to:
- pornography (including child pornography)
- promoting discrimination of any kind
- promoting racial or religious hatred
- promoting illegal acts
- any other information which may be offensive to other users in the Academy community

Incidents which appear to involve deliberate access to websites, newsgroups and online groups that contain the following material will be reported to the police:
- images of child abuse (images of children, apparently under 16 years old) involved in sexual activity or posed to be sexually provocative
- adult material that potentially breaches the Obscene Publications Act in the UK
- Criminally racist material in the UK

If inappropriate material is accessed accidentally, users should immediately report this to the Network Manager so that this can be taken into account in monitoring.
Users shall not:

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- Use the All Saints Academy facilities for running a private business
- Enter into any personal transaction that involves All Saints Academy or the Local Authority in any way
- Visit sites that might be defamatory or incur liability on the part of All Saints Academy or the Local Authority or adversely impact on the image of All Saints Academy
- Upload, download, or otherwise transmit (make, produce or distribute) commercial software or any copyrighted materials belonging to third parties outside of All Saints Academy, or to All Saints Academy itself
- Reveal or publicise confidential or proprietary information, which includes but is not limited to:
  - financial information
  - personal information
  - databases and the information contained therein
  - computer/network access codes
  - business relationships
- Intentionally interfere with the normal operation of the Internet connection, including the propagation of computer viruses and sustained high volume network traffic (sending or receiving of large files or sending and receiving of large numbers of small files or any activity that causes network congestion) that substantially hinders others in their use of the Internet

Monitoring
- The Academy reserves the right to monitor electronically all activity on its network and any device attached to it. This includes computers, laptops, flash drives, MP3s etc, whether they belong to the Academy or not

Please read this document carefully. If you violate these provisions you may be subject to disciplinary action. Additional action may be taken by the Academy.

I agree to the full Terms & Conditions as clearly depicted in the *E-Learning, E-Safety and ICT for Learning Policy* and specifically in relation to pages 14 through to 18 which can be viewed on the Academy's website.