


# ICT and internet acceptable use policy

Eastcroft Park

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| **Approved by:** | Julie Withey | **Date:** | 10/10/24 |
| **Last reviewed on:** | 14/4/21 | | |
| **Next review due by:** | 10/10/26 | | |

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## 1. Introduction and aims

ICT is an integral part of the way our school works, and is a critical resource for pupils, staff, governors, volunteers and visitors. It supports teaching and learning, pastoral and administrative functions of the school.

However, the ICT resources and facilities our school uses also pose risks to data protection, online safety and safeguarding.

This policy aims to:

- Set guidelines and rules on the use of school ICT resources for staff, pupils, parents and governors
- Establish clear expectations for the way all members of the school community engage with each other online
- Support the school's policy on data protection, online safety and safeguarding
- Prevent disruption to the school through the misuse, or attempted misuse, of ICT systems
- Support the school in teaching pupils safe and effective internet and ICT use

This policy covers all users of our school's ICT facilities, including governors, staff, pupils, volunteers, contractors and visitors.

Breaches of this policy may be dealt with under our disciplinary policy.

## 2. Relevant legislation and guidance

This policy refers to, and complies with, the following legislation and guidance:

- Data Protection Act 2018
- The General Data Protection Regulation
- Computer Misuse Act 1990
- Human Rights Act 1998
- The Telecommunications (Lawful Business Practice) (Interception of Communications) Regulations 2000
- Education Act 2011
- Freedom of Information Act 2000
- The Education and Inspections Act 2006
- Keeping Children Safe in Education 2020
- Searching, screening and confiscation: advice for schools

## 3. Definitions

- **"ICT facilities":** includes all facilities, systems and services including but not limited to network infrastructure, desktop computers, laptops, tablets, phones, music players or hardware, software, websites, web applications or services, and any device system or service which may become available in the future which is provided as part of the ICT service
- **"Users":** anyone authorised by the school to use the ICT facilities, including governors, staff, pupils, volunteers, contractors and visitors
- **"Personal use":** any use or activity not directly related to the users' employment, study or purpose
- **"Authorised personnel":** employees authorised by the school to perform systems administration and/or monitoring of the ICT facilities
- **"Materials":** files and data created using the ICT facilities including but not limited to documents, photos, audio, video, printed output, web pages, social networking sites, and blogs

## 4. Unacceptable use

The following is considered unacceptable use of the school's ICT facilities by any member of the school community. Any breach of this policy may result in disciplinary or behaviour proceedings (see section 4.2 below).

Unacceptable use of the school's ICT facilities includes:

- Using the school's ICT facilities to breach intellectual property rights or copyright
- Using the school's ICT facilities to bully or harass someone else, or to promote unlawful discrimination
- Breaching the school's policies or procedures
- Any illegal conduct, or statements which are deemed to be advocating illegal activity
- Accessing, creating, storing, linking to or sending material that is pornographic, offensive, obscene or otherwise inappropriate
- Activity which defames or disparages the school, or risks bringing the school into disrepute
- Sharing confidential information about the school, its pupils, or other members of the school community
- Connecting any device to the school's ICT network without approval from authorised personnel
- Setting up any software, applications or web services on the school's network without approval by authorised personnel, or creating or using any program, tool or item of software designed to interfere with the functioning of the ICT facilities, accounts or data
- Gaining, or attempting to gain, access to restricted areas of the network, or to any password-protected information, without approval from authorised personnel
- Allowing, encouraging, or enabling others to gain (or attempt to gain) unauthorised access to the school's ICT facilities
- Causing intentional damage to ICT facilities
- Removing, deleting or disposing of ICT equipment, systems, programs or information without permission by authorised personnel
- Causing a data breach by accessing, modifying, or sharing data (including personal data) to which a user is not supposed to have access, or without authorisation
- Using inappropriate or offensive language
- Promoting a private business, unless that business is directly related to the school
- Using websites or mechanisms to bypass the school's filtering mechanisms

This is not an exhaustive list. The school reserves the right to amend this list at any time. The headteacher will use professional judgement to determine whether any act or behaviour not on the list above is considered unacceptable use of the school's ICT facilities.

### 4.1 Exceptions from unacceptable use

Where the use of school ICT facilities is required for a purpose that would otherwise be considered an unacceptable use, exemptions to the policy may be granted at the headteacher's discretion.

There may be occasions that in order to support child protection issues that offensive images/content may have to be kept as evidence on the school network. This would be directly supervised by the headteacher and or safeguarding team.

### 4.2 Sanctions

Pupils and staff who engage in any of the unacceptable activity listed above may face disciplinary action in line with the school's policies on behaviour.

The latest behaviour policy can be found on the policies and documents page of the school website.

# 5. Staff (including governors, volunteers, and contractors)

## 5.1 Access to school ICT facilities and materials

The school's network manager manages access to the school's ICT facilities and materials for school staff. That includes, but is not limited to:

- Computers, tablets and other devices
- Access permissions for certain programmes or files

Staff will be provided with unique log-in/account information and passwords that they must use when accessing the school's ICT facilities.

Staff who have access to files they are not authorised to view or edit, or who need their access permissions updated or changed, should contact the network manager/school support.

### 5.1.1 Use of phones and email

The school provides each member of staff with an email address.

This email account should be used for work purposes only.

All work-related business should be conducted using the email address the school has provided.

Staff must not share their personal email addresses with parents and pupils, and must not send any work-related materials using their personal email account.

Staff must take care with the content of all email messages, as incorrect or improper statements can give rise to claims for discrimination, harassment, defamation, breach of confidentiality or breach of contract.

Email messages are required to be disclosed in legal proceedings or in response to requests from individuals under the Data Protection Act 2018 in the same way as paper documents. Deletion from a user's inbox does not mean that an email cannot be recovered for the purposes of disclosure. All email messages should be treated as potentially retrievable.

Staff must take extra care when sending sensitive or confidential information by email. Any attachments containing sensitive or confidential information should be encrypted so that the information is only accessible by the intended recipient.

If staff receive an email in error, the sender should be informed and the email deleted. If the email contains sensitive or confidential information, the user must not make use of that information or disclose that information.

If staff send an email in error which contains the personal information of another person, they must inform the network manager/school support immediately and follow our data breach procedure.

Staff must not give their personal phone numbers to parents or pupils. Staff must use phones provided by the school to conduct all work-related business.

School phones must not be used for personal matters.

Staff who are provided with mobile phones as equipment for their role must abide by the same rules for ICT acceptable use as set out in section 4.

## 5.2 Personal use

Staff are permitted to occasionally use school ICT facilities for personal use subject to certain conditions set out below. Personal use of ICT facilities must not be overused or abused. The headteacher may withdraw permission for it at any time or restrict access at their discretion.

Personal use is permitted provided that such use:

- Does not take place during contact time with pupils
- Does not constitute 'unacceptable use', as defined in section 4
- Takes place when no pupils are present

- Does not interfere with their jobs, or prevent other staff or pupils from using the facilities for work or educational purposes

Staff may not use the school's ICT facilities to store personal non-work-related information or materials (such as music, videos, or photos).

Staff should be aware that use of the school's ICT facilities for personal use may put personal communications within the scope of the school's ICT monitoring activities (see section 5.5). Where breaches of this policy are found, disciplinary action may be taken.

Staff are also permitted to use their personal devices (such as mobile phones or tablets) in line with the school's mobile phone/personal device policy.

Staff should be aware that personal use of ICT (even when not using school ICT facilities) can impact on their employment by, for instance putting personal details in the public domain, where pupils and parents could see them.

Staff should take care to follow the school's guidelines on social media (see appendix 1) and use of email (see section 5.1.1) to protect themselves online and avoid compromising their professional integrity.

#### 5.2.1 Personal social media accounts

Members of staff should ensure that their use of social media, either for work or personal purposes, is appropriate at all times.

The school has guidelines for staff on appropriate security settings for Facebook accounts (see appendix 1).

## 5.3 Remote access

We allow admin & leadership team staff to access the school's ICT facilities and materials remotely.Staff accessing the school's ICT facilities and materials remotely must abide by the same rules as those accessing the facilities and materials on-site. Staff must be particularly vigilant if they use the school's ICT facilities outside the school and take such precautions as the headteacher may require from time to time against importing viruses or compromising system security.

Our ICT facilities contain information which is confidential and/or subject to data protection legislation. Such information must be treated with extreme care and in accordance with our data protection policy.

School's data protection policy can be found on the policies and documents page of the school website.

## 5.4 School social media accounts

The school has official Facebook & Twitter page, managed by all teaching staff. Staff members who have not been authorised to manage, or post to, the account, must not access, or attempt to access the account.

The school has guidelines for what can and cannot be posted on its social media accounts. Those who are authorised to manage the account must ensure they abide by these guidelines at all times.

## 5.5 Monitoring of school network and use of ICT facilities

The school reserves the right to monitor the use of its ICT facilities and network. This includes, but is not limited to, monitoring of:

- Internet sites visited
- Bandwidth usage
- Email accounts
- Telephone calls
- User activity/access logs
- Any other electronic communications

Only authorised ICT staff may inspect, monitor, intercept, assess, record and disclose the above, to the extent permitted by law.

The school monitors ICT use in order to:

- Obtain information related to school business
- Investigate compliance with school policies, procedures and standards
- Ensure effective school and ICT operation
- Conduct training or quality control exercises
- Prevent or detect crime
- Comply with a subject access request, Freedom of Information Act request, or any other legal obligation

# 6. Pupils

## 6.1 Access to ICT facilities

- Computers and equipment belonging to school are available to pupils only under the supervision of staff. They should not be accessed by pupils, regardless of their age, when unsupervised.

## 6.2 Search and deletion

Under the Education Act 2011, and in line with the Department for Education's guidance on searching, screening and confiscation, the school has the right to search pupils' phones, computers or other devices for pornographic images or any other data or items banned under school rules or legislation.

The school can, and will, delete files and data found on searched devices if we believe the data or file has been, or could be, used to disrupt teaching or break the school's rules.

## 6.3 Unacceptable use of ICT and the internet outside of school

The school will sanction pupils, in line with the behaviour policy, if a pupil engages in any of the following **at any time** (even if they are not on school premises):

- Using ICT or the internet to breach intellectual property rights or copyright
- Using ICT or the internet to bully or harass someone else, or to promote unlawful discrimination
- Breaching the school's policies or procedures
- Any illegal conduct, or statements which are deemed to be advocating illegal activity
- Accessing, creating, storing, linking to or sending material that is pornographic, offensive, obscene or otherwise inappropriate
- Activity which defames or disparages the school, or risks bringing the school into disrepute
- Sharing confidential information about the school, other pupils, or other members of the school community
- Gaining or attempting to gain access to restricted areas of the network, or to any password protected information, without approval from authorised personnel
- Allowing, encouraging, or enabling others to gain (or attempt to gain) unauthorised access to the school's ICT facilities
- Causing intentional damage to ICT facilities or materials
- Causing a data breach by accessing, modifying, or sharing data (including personal data) to which a user is not supposed to have access, or without authorisation
- Using inappropriate or offensive language

# 7. Parents

## 7.1 Access to ICT facilities and materials

Parents do not have access to the school's ICT facilities as a matter of course.

However, parents working for, or with, the school in an official capacity (for instance, as a volunteer or as a member of the PTA) may be granted an appropriate level of access, or be permitted to use the school's facilities at the headteacher's discretion.

Where parents are granted access in this way, they must abide by this policy as it applies to staff.

### 7.2 Communicating with or about the school online

We believe it is important to model for pupils, and help them learn, how to communicate respectfully with, and about, others online.

Parents play a vital role in helping model this behaviour for their children, especially when communicating with the school through our website and social media channels.

We ask parents to sign the agreement in appendix 2.

## 8. Data security

The school takes steps to protect the security of its computing resources, data and user accounts. However, the school cannot guarantee security. Staff, pupils, parents and others who use the school's ICT facilities should use safe computing practices at all times.

### 8.1 Passwords

All users of the school's ICT facilities should set strong passwords for their accounts and keep these passwords secure.

Users are responsible for the security of their passwords and accounts, and for setting permissions for accounts and files they control.

Members of staff or pupils who disclose account or password information may face disciplinary action. Parents or volunteers who disclose account or password information may have their access rights revoked.

### 8.2 Software updates, firewalls, and anti-virus software

All of the school's ICT devices that support software updates, security updates, and anti-virus products will be configured to perform such updates regularly or automatically.

Users must not circumvent or make any attempt to circumvent the administrative, physical and technical safeguards we implement and maintain to protect personal data and the school's ICT facilities.

Any personal devices using the school's network must all be configured in this way.

### 8.3 Data protection

All personal data must be processed and stored in line with data protection regulations and the school's data protection policy.

School's data protection policy can be found on the policies and documents page of the school website.

### 8.4 Access to facilities and materials

All users of the school's ICT facilities will have clearly defined access rights to school systems, files and devices.

These access rights are managed by Craig Youngman.

Users should not access, or attempt to access, systems, files or devices to which they have not been granted access. If access is provided in error, or if something a user should not have access to is shared with them, they should alert Mr Youngman immediately.

Users should always log out of systems and lock their equipment when they are not in use to avoid any unauthorised access. Equipment and systems should always be logged out of and closed down completely at the end of each working day.

### 8.5 Encryption

The school ensures that its devices and systems have an appropriate level of encryption.

School staff may only use personal devices (including computers and USB drives) to access school data, work remotely, or take personal data (such as pupil information) out of school if they have been specifically authorised to do so by the headteacher.

Use of such personal devices will only be authorised if the devices have appropriate levels of security and encryption, as defined by the Knowsley council network manager.

## 9. Internet access

The school wireless internet connection is secured.

- All web access is filtered using Websense as dictated by the Knowsley council network manager.
- We are aware that filters aren't fool-proof. Access to inappropriate sites & content that the filter hasn't identified (or appropriate sites that have been filtered in error) to Mr Youngman immediately for investigation.

### 9.1 Pupils

- Pupils may only access the WiFi network on school devices. Any requests to access this on other devices will be immediately rejected.

### 9.2 Parents and visitors

Parents and visitors to the school will not be permitted to use the school's wifi unless specific authorisation is granted by the headteacher.

The headteacher will only grant authorisation if:

- Parents are working with the school in an official capacity (e.g. as a volunteer or as a member of the PTA)
- Visitors need to access the school's wifi in order to fulfil the purpose of their visit (for instance, to access materials stored on personal devices as part of a presentation or lesson plan)

Staff must not give the wifi password to anyone who is not authorised to have it. Doing so could result in disciplinary action.

## 10. Monitoring and review

The headteacher and ICT coordinator monitor the implementation of this policy, including ensuring that it is updated to reflect the needs and circumstances of the school.

This policy will be reviewed every 2 years.

The governing board is responsible for approving this policy.

## 11. Related policies

This policy should be read alongside the school's policies on:

- Computing
- Safeguarding and child protection
- Behaviour
- Staff discipline
- Data protection
- Remote learning

## Appendix 1: Facebook cheat sheet for staff

**Don't accept friend requests from pupils on social media**

### 10 rules for school staff on Facebook

1. Change your display name – use your first and middle name, use a maiden name, or put your surname backwards instead
2. Change your profile picture to something unidentifiable, or if not, ensure that the image is professional
3. Check your privacy settings regularly
4. Be careful about tagging other staff members in images or posts
5. Don't share anything publicly that you wouldn't be just as happy showing your pupils
6. Don't use social media sites during school hours
7. Don't make comments about your job, your colleagues, our school or your pupils online – once it's out there, it's out there
8. Don't associate yourself with the school on your profile (e.g. by setting it as your workplace, or by 'checking in' at a school event)
9. Don't link your work email address to your social media accounts. Anyone who has this address (or your personal email address/mobile number) is able to find you using this information
10. Consider uninstalling the Facebook app from your phone. The app recognises wifi connections and makes friend suggestions based on who else uses the same wifi connection (such as parents or pupils)

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### Check your privacy settings

- Change the visibility of your posts and photos to **'Friends only'**, rather than 'Friends of friends'. Otherwise, pupils and their families may still be able to read your posts, see things you've shared and look at your pictures if they're friends with anybody on your contacts list
- Don't forget to check your **old posts and photos** – go to bit.ly/2MdQXMN to find out how to limit the visibility of previous posts
- The public may still be able to see posts you've **'liked'**, even if your profile settings are private, because this depends on the privacy settings of the original poster
- **Google your name** to see what information about you is visible to the public
- Prevent search engines from indexing your profile so that people can't **search for you by name** – go to bit.ly/2zMdVht to find out how to do this
- Remember that **some information is always public**; your display name, profile picture, cover photo, user ID (in the URL for your profile), country, age range and gender

### What do to if…

#### A pupil adds you on social media

- In the first instance, ignore and delete the request. Block the pupil from viewing your profile

- Check your privacy settings again, and consider changing your display name or profile picture
- If the pupil asks you about the friend request in person, tell them that you're not allowed to accept friend requests from pupils and that if they persist, you'll have to notify senior leadership and/or their parents. If the pupil persists, take a screenshot of their request and any accompanying messages
- Notify the senior leadership team or the headteacher about what's happening

### A parent adds you on social media

- It is at your discretion whether to respond. Bear in mind that:
    - Responding to one parent's friend request or message might set an unwelcome precedent for both you and other teachers at the school
    - Pupils may then have indirect access through their parent's account to anything you post, share, comment on or are tagged in
- If you wish to decline the offer or ignore the message, consider drafting a stock response to let the parent know that you're doing so

### You're being harassed on social media, or somebody is spreading something offensive about you

- **Do not** retaliate or respond in any way
- Save evidence of any abuse by taking screenshots and recording the time and date it occurred
- Report the material to Facebook or the relevant social network and ask them to remove it
- If the perpetrator is a current pupil or staff member, our mediation and disciplinary procedures are usually sufficient to deal with online incidents
- If the perpetrator is a parent or other external adult, a senior member of staff should invite them to a meeting to address any reasonable concerns or complaints and/or request they remove the offending comments or material
- If the comments are racist, sexist, of a sexual nature or constitute a hate crime, you or a senior leader should consider contacting the police

## Appendix 2: Acceptable use of the internet: agreement for parents and carers

Headteacher: Miss Julie Withey,
Eastcroft Park Primary school,
Hollinghurst Road,
Kirkby,
Knowsley,
Merseyside,
L33 1EB.
TEL: 0151 477 8210
E-MAIL: eastcroft.de@knowsley.gov.uk
Website: www.eastcroftpark.co.uk

### Acceptable use of the internet: agreement for parents and carers

| **Acceptable use of the internet: agreement for parents and carers** | |
|---|---|
| **Name of parent/carer:**<br><br>**Name of child:** | |
| Online channels are an important way for parents/carers to communicate with, or about, our school.<br>The school uses the following channels:<br>• Our official Facebook page<br>• Twitter<br>• Email groups for parents (for school announcements and information)<br>• Seesaw online learning platform<br>• Class Dojo (Currently not used for this but may be enabled in future)<br>Parents/carers also set up independent channels to help them stay on top of what's happening in their child's class. For example, class/year Facebook groups, email groups, or chats (through apps such as WhatsApp). | |
| When communicating with the school via official communication channels, or using private/independent channels to talk about the school, I will:<br>• Be respectful towards members of staff, and the school, at all times<br>• Be respectful of other parents/carers and children<br>• Direct any complaints or concerns through the school's official channels, so they can be dealt with in line with the school's complaints procedure<br>I will not:<br>• Use private groups, the school's Facebook page, or personal social media to complain about or criticise the school or members of staff. This is not constructive and the school can't improve or address issues if they aren't raised in an appropriate way.<br>• Use private groups, the school's Facebook page, or personal social media to complain about, or try to resolve, a behaviour issue involving other pupils. I will contact the school and speak to the appropriate member of staff if I'm aware of a specific behaviour issue or incident<br>• Upload or share photos or videos on social media of any child other than my own, unless I have the permission of the other children's parents/carers | |
| **Signed:** | **Date:** |

"NEVER SETTLE FOR LESS THAN YOUR BEST"

## Appendix 3: Acceptable use agreement for older pupils

Headteacher: Miss Julie Withey,
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Hollinghurst Road,
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| **Acceptable use of the school's ICT facilities and internet: agreement for pupils and parents/carers** | |
|---|---|
| **Name of pupil:** | |
| **When using the school's ICT facilities and accessing the internet in school, I will not:**<br>• Use them for a non-educational purpose<br>• Use them without a teacher being present, or without a teacher's permission<br>• Use them to break school rules<br>• Access any inappropriate websites<br>• Access social networking sites (unless my teacher has expressly allowed this as part of a learning activity)<br>• Use chat rooms<br>• Open any attachments in emails, or follow any links in emails, without first checking with a teacher<br>• Use any inappropriate language when communicating online, including in emails<br>• Share my password with others or log in to the school's network using someone else's details<br>• Bully other people<br>I understand that the school will monitor the websites I visit and my use of the school's ICT facilities and systems.<br>I will immediately let a teacher or other member of staff know if I find any material which might upset, distress or harm me or others.<br>I will always use the school's ICT systems and internet responsibly.<br>I understand that the school can discipline me if I do certain unacceptable things online, even if I'm not in school when I do them. | |
| **Signed (pupil):** | **Date:** |
| **Parent/carer agreement:** I agree that my child can use the school's ICT systems and internet when appropriately supervised by a member of school staff. I agree to the conditions set out above for pupils using the school's ICT systems and internet, and for using personal electronic devices in school, and will make sure my child understands these. | |
| **Signed (parent/carer):** | **Date:** |

## Appendix 4: Acceptable use agreement for younger pupils

Headteacher: Miss Julie Withey,
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Hollinghurst Road,
Kirkby,
Knowsley,
Merseyside,
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E-MAIL: eastcroft.de@knowsley.gov.uk
Website: www.eastcroftpark.co.uk

| **Acceptable use of the school's ICT facilities and internet: agreement for pupils and parents/carers** | |
|---|---|
| **Name of pupil:** | |
| **When I use the school's ICT facilities (like computers and equipment) and get on the internet in school, I will not:**<br>• Use them without asking a teacher first, or without a teacher in the room with me<br>• Use them to break school rules<br>• Go on any inappropriate websites<br>• Go on Facebook or other social networking sites (unless my teacher said I could as part of a lesson)<br>• Use chat rooms<br>• Open any attachments in emails, or click any links in emails, without checking with a teacher first<br>• Use mean or rude language when talking to other people online or in emails<br>• Share my password with others or log in using someone else's name or password<br>• Bully other people<br>I understand that the school will check the websites I visit and how I use the school's computers and equipment. This is so that they can help keep me safe and make sure I'm following the rules.<br>I will tell a teacher or a member of staff I know immediately if I find anything on a school computer or online that upsets me, or that I know is mean or wrong.<br>I will always be responsible when I use the school's ICT systems and internet.<br>I understand that the school can discipline me if I do certain unacceptable things online, even if I'm not in school when I do them. | |
| **Signed (pupil):** | **Date:** |
| **Parent/carer agreement:** I agree that my child can use the school's ICT systems and internet when appropriately supervised by a member of school staff. I agree to the conditions set out above for pupils using the school's ICT systems and internet, and for using personal electronic devices in school, and will make sure my child understands these. | |
| **Signed (parent/carer):** | **Date:** |

"NEVER SETTLE FOR LESS THAN YOUR BEST"

## Appendix 5: Acceptable use agreement for staff, governors, volunteers and visitors

Headteacher: Miss Julie Withey,
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| **Acceptable use of the school's ICT facilities and the internet: agreement for staff, governors, volunteers and visitors** | |
|---|---|
| **Name of staff member/governor/volunteer/visitor:** | |
| When using the school's ICT facilities and accessing the internet in school, or outside school on a work device, I will not:<br>• Access, or attempt to access inappropriate material, including but not limited to material of a violent, criminal or pornographic nature (or create, share, link to or send such material)<br>• Use them in any way which could harm the school's reputation<br>• Access social networking sites or chat rooms<br>• Use any improper language when communicating online, including in emails or other messaging services<br>• Install any unauthorised software, or connect unauthorised hardware or devices to the school's network<br>• Share my password with others or log in to the school's network using someone else's details<br>• Share confidential information about the school, its pupils or staff, or other members of the community<br>• Access, modify or share data I'm not authorised to access, modify or share<br>• Promote private businesses, unless that business is directly related to the school | |
| I understand that the school will monitor the websites I visit and my use of the school's ICT facilities and systems.<br>I will take all reasonable steps to ensure that work devices are secure and password-protected when using them outside school, and keep all data securely stored in accordance with this policy and the school's data protection policy.<br>I will let the designated safeguarding lead (DSL) and ICT manager know if a pupil informs me they have found any material which might upset, distress or harm them or others, and will also do so if I encounter any such material.<br>I will always use the school's ICT systems and internet responsibly, and ensure that pupils in my care do so too. | |
| **Signed (staff member/governor/volunteer/visitor):** | **Date:** |

## Appendix 6: Letter to parents regarding acceptable use of social media

Headteacher: Miss Julie Withey,
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Dear Parents/Carers,

At Eastcroft Park we want our pupils to grow into respectful young people, who understand how to settle differences in a respectful and constructive manner, both online and offline. We believe that the modelling of appropriate behavior both online and offline is vital to this.

Our ICT and internet acceptable use agreements set clear expectations for pupils and parents about online conduct.

We expect parents to abide by these guidelines so that you can help us model safe, responsible and appropriate social media use for our pupils.

This includes voicing opinions about the school in a way that respects the hard work, dedication and professionalism of our staff, and speaking to or about other parents and children in a way that is respectful and appropriate.

**Complaints and concerns**

There may be times where, as a parent, you don't agree with something the school is doing, or where you may have specific concerns. We welcome your feedback, and the opportunity to address any concerns you may have.

The most appropriate way to raise concerns is directly with the school. You can call or email the school to arrange to speak to myself or other members of staff.

Please take the time to read the Acceptable Use of the Internet Agreement for parents below. Further information about safer internet use and acceptable use can be found on the school website.

We appreciate your help in providing a supportive, respectful environment for all our pupils, parents and staff.

Yours sincerely,

Miss J A Withey
Headteacher

## Appendix 7: Letters to parents regarding social media incident

Headteacher: Miss Julie Withey,
Eastcroft Park Primary school,
Hollinghurst Road,
Kirkby,
Knowsley,
Merseyside,
L33 1EB.
TEL: 0151 477 8210
E-MAIL: eastcroft.de@knowsley.gov.uk
Website: www.eastcroftpark.co.uk

Dear [name],

It has recently come to our attention that you've used [social media and/or private Facebook or chat groups] to:

Amend this list as appropriate, or describe the incident in question:

- Complain about individual members of staff
- Complain about the school
- Make inappropriate comments about members of staff, or other parents or pupils
- Draw attention to behaviour incidents
- Post pictures of children that aren't your own

Include a link to the social media post if possible.

Depending on the nature of the incident, adapt one of the sections below.

If the incident relates to complaints about individual members of staff:

Our staff are committed, dedicated professionals who deserve to be treated with respect.

If you have a concern or complaint about a member of staff, you should raise it directly with the school, in line with our complaints procedure.

Comments, concerns or complaints posted on social media can't be addressed by the school in a constructive manner.

A copy of our complaints procedure is available on our website, or you can request one from the school office.

If the incident relates to complaints about the school:

We take complaints and concerns from parents seriously, and will try to resolve them as best we can.

In order to do this, parents need to follow our complaints procedure, and raise any concerns by contacting the school directly.

Complaints raised on social media can't be addressed constructively.

A copy of our complaints procedure is available on our website, or you can request one from the school office.

If the incident relates to inappropriate comments about members of staff, or other parents or pupils:

At [school name], we believe it's important for our pupils to learn how to treat others with respect, including when they're online.

Parents have an important role to play in modelling this for their children.

"NEVER SETTLE FOR LESS THAN YOUR BEST"

We ask parents to kindly refrain from using inappropriate language, or from speaking about staff, parents and pupils in a way that is rude, intimidating or threatening.

We expect all members of our community to treat each other with respect.

If the incident relates to a behaviour incident:

The school has a robust behaviour policy, and our staff work hard to ensure it's applied consistently while pupils are in school.

Our policy also sets out when we will intervene in behaviour incidents that occur outside of school.

If you're aware of a behaviour incident, please make an appointment to speak to the appropriate member of staff directly.

Discussing behaviour incidents online doesn't help the school address the issue. It may also prevent the school from conducting a full and fair investigation, or present a safeguarding concern for any parents or pupils named in the incident.

A copy of our behaviour policy is available on our website, or you can request one from the school office.

If you'd like to make an appointment to speak to the headteacher or another member of staff, please contact the school office on [insert phone number].

If the incident relates to posts including pictures of other children:

Our school has a responsibility to keep pupils safe online and offline.

You must not take or share photos or videos on social media of children who aren't your own, unless you have the express consent of the other child's parents.

Children, and parents, must be allowed to control what information about them, if any, is shared online.

In some cases, posting photos of a child online can present a safeguarding concern.

Please delete or remove any photos of other children you have taken or shared without their parents' consent.

If appropriate, add this at the end of any of the sections above:

If you continue to [make inappropriate comments, complain about staff/the school, draw attention to behaviour incidents, etc.] in this way, the school may take further action.

We will seek legal advice if we believe any comments about the school, or individual members of staff, to be defamatory, indecent or threatening.

We will involve the police if we believe comments or behaviour are threatening or discriminatory.

I may also consult with the governing board about banning you from the school site.

Continue with:

If you would like to discuss the [incident(s)] further, please call the school office and make an appointment.

Sincerely,

Miss J Withey
Headteacher