

Woodlands Primary School, Hedgehogs Nursery and Sunbeams Club



SOCIAL MEDIA POLICY INCLUDING SEESAW AND TAPESTRY

Policy Update: September 2025

Next Review: September 2028

Woodlands Primary School, Hedgehogs Nursery and Sunbeams Club

Social Media Policy

Woodlands Primary School, Hedgehogs Nursery and Sunbeams Club (the school), recognises that many staff, governors, parents, carers and pupils use the internet for personal purposes and that they may participate in social networking on social media websites such as Facebook, Twitter, TikTok, YouTube etc. In addition, staff, governors, parents and carers may set up personal weblogs or 'blogs' on the internet, such as Twitter pages.

Whilst staff, governors, parents and carers are free to use the internet in this way - in relation to the school, they must ensure that they **do not**:

- knowingly breach the law or disclose confidential information
- knowingly breach copyright
- defame or damage the good name and reputation of the school, its staff, governors, parents, carers and pupils
- disclose personal data or information about any individual that could breach the Data Protection Act 1998 or the school online safety policy

They must keep completely confidential any information regarding the children, their families or other staff which is learned through the school.

The purpose of this policy is to outline the responsibilities of staff, governors, parents and carers when setting up personal websites and blogs and using social networking websites.

SOCIAL MEDIA DEFINITION

Social media technologies take on many different forms including magazines, Internet forums (message boards), weblogs (blogs), microblogging (Twitter, Reddit), social networks (Facebook, Instagram etc), podcasts, photographs or pictures, video and virtual game worlds (Minecraft, Roblox etc).

We take the safety of the children very seriously. Due to this, the school currently has no social media accounts. Instead, Seesaw and Tapestry will be used as a digital journal to communicate to parents and carers.

WEBSITES AND BLOGS

When writing websites or blogs the following guidelines apply:

- Staff, governors, parents, and carers must not disclose any information that is confidential to the school or any third party that has disclosed information to the school.
- Staff, governors, parents, and carers should not link any personal websites, social networking sites etc to the school's website.
- Staff, governors, parents, and carers must not use the school website, internet systems, email address or intranet for their own personal use.
- If a member of staff, governor, parent, or carer is asked to contribute to an official web page, blog or social media site connected to the school, then special rules will apply and they will be told in detail how to operate and what to write.

The School will not tolerate criticisms through social media websites and blogs. If a member of staff feels aggrieved then they must follow the procedures outlined in the Complaints and Whistleblowing Policy.

SOCIAL NETWORKING SITES

The school respects a member of staff's right to a private life. However, the school must also ensure that confidentiality and its reputation are protected.

When using any personal social media platforms, the school expects all staff and governors to:

- Ensure that they do not conduct themselves in a way that is detrimental to the school either on locked or public accounts.
- Take care not to allow their interaction on social media to damage working relationships between members of staff and stakeholders of the school.
- Conducts themselves professionally when interacting with school based social media accounts and when interacting with the general public, whilst using their personal social media accounts.

IMPORTANT CONSIDERATION

When writing blogs, websites and social media posts, staff, governors, parents and carers should follow these guidelines:

- Do not include any information that breaches copyright (where known); link to other material rather than cutting and pasting it, where possible.
- Do not defame (libel) anyone. A member of staff, governor, parent or carer who makes a defamatory statement that is published on the internet may be legally liable for any damage to the reputation of the individual concerned.
- Do not include personal information about an individual without his/her consent, otherwise they risk breaching the Data Protection Act 1998, which is a criminal offence.
- Do not include material that is abusive, defamatory, sexist, racist, or that could be interpreted as harassment or bullying.
- Do not bring the school into disrepute.
- Staff should only comment positively on any posts made by others relating to the school.
- Staff should only share and discuss positive matters relating to the school.
- It is not advisable to invite parents/carers to become your friends on social networking sites. There may be a conflict of interest and security and privacy issues, but where relationships are already established, staff should proceed with caution, being fully aware of the social media guidelines and the teacher's code of conduct.
- Staff should take care when 'liking' or commenting on social media posts that may be associated with the school or the teaching profession, as this may then share their own personal page with others.
- Staff should not accept friend requests or follow requests from current or past pupils of the school under any circumstances. If a child interacts with social media in any way, they must be blocked, reported, and logged on CPOMS.
- Staff should use the highest level of privacy settings available.
- Staff should not share personal conversation, except with permission.
- Staff should behave respectfully and should not engage in objectionable or inflammatory conversations publicly.

CYBERBULLYING

The school is committed to ensuring that all of its staff, parents/carers and pupils are treated with dignity and respect. Bullying and harassment of any kind will not be tolerated. Cyberbullying methods could include text/WhatsApp messages, emails, phone calls, instant messenger services, circulating photos or video clips or by posting comments on websites, blogs or in chat rooms. Personal blogs that refer

disparagingly to colleagues without their consent is also unacceptable. Staff, governors, parents and carers who cyberbully could also face criminal prosecution under various laws, including the Malicious Communications Act 1988.

DISCIPLINARY ACTION

If necessary, action will be taken against any member of staff, governor, parent or carer who is found to have breached this policy. Staff should also refer to the Disciplinary Policy.

SECURITY AND IDENTITY THEFT

Staff, governors, parents and carers should be aware that social networking websites are a public forum, particularly if they are part of a 'network'. Staff, governors, parents and carers should not assume that their entries on any website will remain private.

Staff, governors, parents and carers must also be security conscious and should take steps to protect themselves from identity theft, for example by restricting the amount of personal information that they give out. Social networking websites allow people to post detailed personal information such as date of birth, place of birth and, for example, favourite football team which can form the basis of security questions and passwords.

SEESAW AND TAPESTRY

Since September 2024 the school has introduced Seesaw to parents, carers and their families to celebrate the work and achievements that the children take part in on a regular basis. This digital portfolio is used for years 1-6, with each year group having a separate portfolio. Within these portfolios, subject folders are added for SLT, teachers, HLTAs and teaching assistants to add photos of work, celebrations, news and information for parents.

Seesaw is a closed group, meaning that families, carers and up to ten wider family members can access their child's learning journal. Each child is given a unique QR code that families can scan to log into their child's account.

Staff at the school can upload photos, videos, news, activities and communications with parents and carers and add this to each child's or group of children's learning journals for families to look at.

Photographs and videos can be downloaded from Seesaw and parents have been asked not to share these images on any form of social media.

Tapestry is similar to Seesaw and is used by the EYFS team only. The EYFS team will log achievements, practical work and any key milestones made by the children. Parents can also log any achievements on Tapestry to share with the teachers.

Photographs for Seesaw and Tapestry

Parents and carers photo permission has been sought for their child's photo to be allowed to be uploaded onto Seesaw and Tapestry. Any child(ren) whose photos are not allowed to go onto Seesaw will still have a Seesaw account but no photos will be uploaded. Accounts will still be accessible by parents for communication purposes only. When group photos are added to Seesaw parents will be able to see the children's names of children involved in that photo. The name of each child appears at the top of the photo, not next to the child in the photograph.

All photographs and videos should be taken on an iPad or tablet. Personal mobile phones should not be used. This is inline with the Acceptable Use Policy and Mobile Phone Policy.

Handover of Seesaw and Tapestry accounts

At the end of the academic year, the Seesaw portfolio will be changed for the new year group. The previous year group will be archived and parents will receive a new QR code to sign in with. Nursery Tapestry portfolios are moved forward for the Reception year and then deactivated before the child enters year 1.

Once the children leave school, their corresponding Seesaw portfolio will be deactivated to remove all photographs and comments on their work throughout their time at Woodlands in line with GDPR regulations.

Reviewed: September 2025

This policy/document was reviewed by:

Signed: Victoria Carr Date:

Position: Headteacher

Signed Date