

Woodlawn Primary School

Social Media Policy

At Woodlawn Primary School we are aware of the wide ranging types of social media available, including but not exclusively: Facebook, Instagram, Snapchat, Twitter and various online gaming options. We support the place they have in our society as a means of communication and socialisation. At the same time, we are aware of the potential dangers of such resources and are committed to teaching our pupils about the situations they may encounter when using social media. We abide by the legal age limits set by each social media platform and encourage our children and parents to be aware of these before signing up to each platform.

Staff Use of Social Media

As a staff, we are committed to maintaining appropriate professional boundaries with both parents and children. This extends to the use of social media and email communication.

Staff will not establish a relationship with parents or pupils that includes:

- Inappropriate dialogue through the internet
- Sending of emails or text messages from personal accounts
- Communication of a personal nature
- Sharing of personal contact information including email, phone number or online identity
- Adding as friends or contacts on social media

Staff should also be aware of who may be accessing their social media account without their knowledge. They should not disclose on their personal profile where they work, make reference to Woodlawn Primary School at any time or any individuals within it.

At all times, the highest level of security and privacy settings should be used.

Staff will not post photographs of pupils, staff or school activities on social media without prior approval from the Principal. Photographs taken outside of school events may only be posted on social media with the prior permission of all parties involved.

Parent and Guardian Use of Social Media

- Pictures of pupils or staff members from Woodlawn Primary School should not be posted on social media without prior consent of all parents or staff.
- Parents should report all episodes of cyber bullying (amongst both parents and children) to the school immediately.
- Any complaints, queries or comments about Woodlawn Primary School should be made through the appropriate channels (ie: a letter to class teacher, phonecall to Principal, speak with Parent Liaison teachers) and not through social media postings. Staff are unable to deal with issues if they are voiced through social media, as we are unaware of them.
- Parents discovering posts made about the school of a defamatory nature should inform the school of their content so that we may follow up on the issues that have arisen in an effective manner.
- Parents should be aware that such comments are unlawful and could result in legal action if found to be defamatory, threatening or abusive.
- Parents are ultimately responsible for their child's use of social media. It is advised that parents hold a copy of their child's passwords and keep a close check on their usage. They should adhere to the age limits set by each platform before allowing their child to sign up.

Pupil Use of Social Media

Pupils will continue to be educated in the use of the internet. As staff, we are committed to following a programme of Safer Internet education throughout the year that will help pupils navigate this vast area of the internet.

- Pupils are expected to take on board the advice given by teachers, PSNI and Childline that is shared during the year.
- Pupils will not attempt to contact or make reference to a staff member through social media.
- Pupils should abide by the social media age limit, which in most cases is 13.
- Any instance of cyber bullying should be reported to teachers immediately.

