



## **PARKVIEW SENIOR PRIMARY SCHOOL SOCIAL MEDIA POLICY**

**Ratified by the School Governing Body  
Effective date: November 2017**

### **Aim**

This policy aims to encourage the use of social media at PVS as a fun, valuable way of connecting with others and learning new things. It is also intended to ensure that social media is not used to shame, exclude or bully others.

### **Key principles**

At PVS we are committed to applying the same principles to social media that we apply throughout our school, namely: be kind; be respectful of both learners and teachers; be aware of the possible consequences of your actions

### **FOR STUDENTS, this means:**

- Do not post anything that will damage the reputation of the school, its pupils or staff.
- Respect the privacy of your schoolmates. Never post any images of them, or any information about them, without their permission.
- Protect yourself too. Don't post anything online that you would not want to see on a school noticeboard. Once something is online, it can be shared in ways you never intended and cannot be recalled.
- Don't be mean. This includes not passing on unkind comments that others have posted.
- Always be truthful about who you are when you use social media. This includes your age, grade and gender.
- PVS's zero-tolerance policy on bullying extends to social networking. You may face disciplinary action if you post anything intended to hurt another learner or teacher, or that affects a person's wellbeing at school.
- If you believe that either you or one of your classmates is a victim of cyber-bullying, then speak to an adult as soon as possible. Do not answer abusive messages. Rather log and report them.
- If you make a mistake and break any of the rules above, then ask an adult for help immediately. Take steps to fix what you have done. Apologise where appropriate.

Learners are not allowed to bring cell phones, tablets, computers or other electronic devices to school, unless this rule has been explicitly set aside for a specific and limited time by a teacher or the Principal.

#### **PARENTS:**

- Should educate their children about the risks of social media, and the importance of good judgement online.
- Should encourage responsible and appropriate use of social media in the home.
- Should follow PVS policy on using social media groups, namely use the groups for brief and practical communications around school matters only.
- Where parents believe their child is a victim of cyber-bullying, they should try to resolve the situation with other relevant parents and children before approaching the school.

#### **TEACHERS:**

PVS respects a member of staff's right to a private life. However the school must also protect its reputation and confidential information held about teachers and students. PVS staff should therefore:

- Refrain from posting anything that brings the school, learners or staff into disrepute
- Not accept friend requests from current PVS pupils, or from past students under the age of 18
- Avoid sharing photographs of children at PVS on a personal social media sites
- Avoid inviting parents or guardians to become friends on social networking sites like Facebook and Instagram. Where relationships are already established, staff should proceed with caution and be aware of the social media guidelines and the teachers' code of conduct.

#### **During school hours, staff should:**

- refrain from using social media and/or cell phones during lessons or when engaging with children, unless in case of emergency
- should only access social media sites in their own time, unless for educational or instructional purpose

**All learners and their Parents/Guardians will sign the Social Media Policy annually.**