



**Mosaicic**  
JEWISH PRIMARY SCHOOL

# Social Media Policy

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<b>Approved:</b>		<b>Review Due:</b>	January 2027

## Introduction to the Policy

The school is aware and acknowledges that increasing numbers of adults and children are using social networking sites. Some with the widest use are Instagram, Facebook and Twitter. The widespread availability and use of social networking application bring opportunities to understand, engage and communicate with audiences in new ways. It is important that we are able to use these technologies and services effectively and flexibly. However, it is also important to ensure that we balance this with our reputation.

This policy and associated guidance is to protect staff and advise school leadership on how to deal with potential inappropriate use of social networking sites. For example, our use of social networking applications has implications for our duty to safeguard children, young people and vulnerable adults. The policy requirements in this document aim to provide this balance to support innovation whilst providing a framework of good practice.

## Purpose

The purpose of this policy is to ensure:

- ✿ That the school is not exposed to legal risks
- ✿ That the reputation of the school is not adversely affected
- ✿ That our users are able to clearly distinguish where information provided via social networking applications is legitimately representative of the school.

## SCOPE

This policy covers the use of social networking applications by all school stakeholders, including, employees, Governors and pupils. These groups are referred to collectively as ‘school representatives’ for brevity.

The requirements of this policy apply to all uses of social networking applications which are used for any school related purpose and regardless of whether the School representatives are contributing in an official capacity to social networking applications provided by external organisations.

Social networking applications include, but are not limited to:

- ✿ Blogs, for example Blogger
- ✿ Online discussion forums, such as netmums.com
- ✿ Collaborative spaces, such as Facebook
- ✿ Media sharing services, for example YouTube
- ✿ ‘Micro-blogging’ applications, for example Twitter

All school representatives should bear in mind that information they share through social networking applications, even if they are on private spaces, are still subject to copyright, data protection and Freedom of Information legislation, the Safeguarding Vulnerable Groups Act 2006 and other legislation. They must also operate in-line with the School’s Equality and Diversity Policy.

## Use of Social networking sites in worktime

Use of social networking applications in work time for personal use only is not permitted, unless permission has been given by the Head teacher.

## Social Networking as part of School Service

All proposals for using social networking applications as part of a school service (whether they are hosted by the school or by a third party) must be approved by the Head teacher or a member of the SLT first.

Use of social networking applications which are not related to any school services (for example, contributing to a wiki provided by a professional association) does not need to be approved by the Head teacher. However, school representatives must still operate in line with the requirements set out within the policy.

School representatives must adhere to the following Terms of Use. The Terms of Use below apply to all uses of social networking applications by all school representatives. This includes, but is not limited to, public facing applications such as open discussion forums and internally facing uses such as project blogs regardless of whether they are hosted on school network or not.

Where applications allow the posting of messages online, users must be mindful that the right to freedom of expression attaches only to lawful conduct. Mosaic Jewish Primary School expects that users of social networking applications will always exercise the right of freedom of expression with due consideration for the rights of others and strictly in accordance with these Terms of Use.

### Terms of Use

Social Networking applications:

- ❁ Must not be used to publish any content which may result in actions for defamation, discrimination, breaches of copyright, data protection or other claim for damages. This includes but is not limited to material of an illegal, sexual or offensive nature that may bring the school into disrepute.
- ❁ Must not be used for the promotion of personal financial interests, commercial ventures or personal campaigns
- ❁ Must not be used in an abusive or hateful manner
- ❁ Must not be used for actions that would put school representatives in breach of school codes of conduct or policies relating to staff.
- ❁ Must not breach the school's misconduct, equal opportunities or bullying and harassment policies
- ❁ Must not be used to discuss or advise any matters relating to school matters, staff, pupils or parents
- ❁ No staff member should have a pupil or former pupil under the age of 18 as a 'friend' to share information with
- ❁ Employees should not identify themselves as a representative of the school
- ❁ References should not be made to any staff member, pupil, parent or school activity / event unless prior permission has been obtained and agreed with the Head Teacher
- ❁ Staff should be aware that if their out-of-work activity causes potential embarrassment for the employer or detrimentally affects the employer's reputation then the employer is entitled to take disciplinary action.

Violation of this policy will be considered as gross misconduct and can result in disciplinary action being taken against the employee up to and including termination of employment.

### Guidance/protection for staff on using social networking

- ❁ No member of staff should interact with any pupil in the school on social networking sites
- ❁ No member of staff should interact with any ex-pupil in the school on social networking sites who is under the age of 18

- ❁ This means that no member of the school staff should request access to a pupil's area on the social networking site. Neither should they permit the pupil access to the staff members' area e.g. by accepting them as a friend.
- ❁ Where family and friends have pupils in school and there are legitimate family links, please inform the head teacher in writing. However, it would not be appropriate to network during the working day on school equipment
- ❁ It is illegal for an adult to network, giving their age and status as a child
- ❁ If you have any evidence of pupils or adults using social networking sites in the working day, please contact the named Child Protection person in school

### **Guidance/protection for Pupils on using social networking**

- ❁ No pupil under 13 should be accessing social networking sites. See Appendix A (Although these are specific examples of social media websites, this policy is not exclusion to those mentioned below).
- ❁ No pupil may access social networking sites during the school working day
- ❁ All pupil mobile phones must be handed into the office at the beginning of the school day, the Internet capability must be switched off.
- ❁ No pupil should attempt to join a staff member's areas on networking sites. If pupils attempt to do this, the member of staff is to inform the Head teacher. Parents will be informed if this happens
- ❁ No school computers are to be used to access social networking sites at any time of day unless for direct school use (posting school information of the school Facebook page.)
- ❁ Any attempts to breach firewalls will result in a ban from using school ICT equipment other than with close supervision
- ❁ Please report any improper contact or cyber bullying to the class teacher in confidence as soon as it happens.
- ❁ We have a zero tolerance to cyber bullying

### **Child protection guidance**

If the head teacher receives a disclosure that an adult employed by the school is using a social networking site in an inappropriate manner as detailed above, they should:

- ❁ Record the disclosure in line with their child protection policy
- ❁ Schools must refer the matter to the LADO who will investigate via Derbyshire County Council Police Child Protection Team.
- ❁ If the disclosure has come from a parent, take normal steps to calm the parent and explain processes
- ❁ If disclosure comes from a member of staff, try to maintain confidentiality
- ❁ The LADO will advise whether the member of staff should be suspended pending investigation after contact with the police. It is not recommended that action is taken until advice has been given.
- ❁ If disclosure is from a child, follow your normal process in your child protection policy until the police investigation has been carried out

## Cyber Bullying

By adopting the recommended no use of social networking sites on school premises, Mosaic Jewish Primary School protects themselves from accusations of complicity in any cyber bullying through the provision of access. Parents should be clearly aware of the school's policy of access to social networking sites. Where a disclosure of bullying is made, schools now have the duty to investigate and protect, even where the bullying originates outside the school. This can be a complex area, and these examples might help:

- ❁ A child is receiving taunts on Facebook and text from an ex pupil who moved three months ago: This is not a school responsibility, though the school might contact the new school to broker a resolution.
- ❁ A child is receiving taunts from peers. It is all at weekends using Facebook or texts. The pupils are in the school: The school has a duty of care to investigate and work with the families, as they attend the school.
- ❁ A child is receiving taunts from peers. It is all at weekends using Facebook. The pupils are in Y5: This is the tricky one. The school has a duty of care to investigate and work with the families, as they attend the school. However, they are also fully within their rights to warn all the parents (including the victim) that they are condoning the use of Facebook outside the terms and conditions of the site and that they are expected to ensure that use of the site stops. At any further referral to the school, the school could legitimately say that the victims and perpetrators had failed to follow the school's recommendation. They could then deal with residual bullying in the school but refuse to deal with the social networking issues.
- ❁ Once disclosure is made, investigation will have to involve the families. This should be dealt with under the school's adopted anti bullying policy.
- ❁ If parent / carers refuse to engage and bullying continues, it can be referred to the police as harassment
- ❁ This guidance can also apply to text and mobile phone cyber bullying.
- ❁ If a parent/carer is making threats on-line against a member of school staff – this is counted as bullying. The member of staff must inform the Headteacher immediately and the parent/carer spoken to. Should the situation not be resolved, the police and LA should be informed.



# Instagram

## Parent / Carer Advice



### What is Instagram?

Instagram is a social media platform which focuses on the creation and sharing of images, providing users with a range of filters and special effects popular among younger users.

Despite requiring users to be 13 or older, a study in January 2017 indicated that 43% of 8-11 year olds in Britain are using Instagram.

### Reasons for concern



#### Privacy settings

A key concern regarding children's use of Instagram is the fact that the default privacy setting for accounts is 'public'. As such, unless a child actively alters their privacy settings, all of the pictures they post to Instagram will be available to anybody. This could result in their images being seen by inappropriate individuals and might lead to receiving unwanted communication.



#### Follower lists

In a world where celebrity success is measured by numbers of social media followers, it is understandable that children might want to grow their own list of followers. A child's non-private account can quickly grow with followers, some of whom might not have entirely innocent motives.



#### Terms and conditions

Instagram's 5,000-word terms and conditions states that users agree that Instagram can use and sell their images for others to use (without paying or further consent). Instagram also retains the right to store, use and share the personal information and direct messages of their users.



#### Grooming

In 2019 the NSPCC reported that Instagram was involved in more online grooming cases than any other online platform. Where the police recorded the method of communication, Instagram was used in 32% of cases, in contrast to Facebook at 23% and Snapchat at 14%.



#### Mental health issues

A report by the Royal Society for Public Health found that Instagram rated as the worst social media platform when it comes to its impact on young people's mental health. Being image-centred the RSPH claimed that Instagram (along with Snapchat) appears to be driving feelings of inadequacy and anxiety in young people.

### Safety Tips



As with all Internet activity, talk to your child about how they use Instagram, the importance of not 'oversharing', and any issues they have faced.



It is safest to change the default privacy settings in your child's account from public to private. If your child is older and you agree for them to have a public account, you should discuss strategies for coping with negative feedback and for blocking users. You should also monitor messages they receive.



Given Instagram's reported impact on young people's mental health, keep an eye out for early warning signs of such issues with your child. Seek professional support or consult online services

such as Shout at the earliest point of concern.



Regularly spring-clean your child's Instagram account with them by removing any posts and images you agree are inappropriate and blocking any concerning contacts. If you have any concerns that somebody might be trying to groom your



child you should immediately contact CEOP.



# Snapchat

## Parent / Carer Advice



### What is Snapchat?



Snapchat is one of the image-based social media platforms which is incredibly popular with children. One of the key features of Snapchat is that, by default, messages sent through Snapchat disappear seconds after they are viewed by the recipient. The minimum age to use Snapchat is 13 but it is a popular and widely used platform among children younger than this.

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### Safety Tips

- ! As with all Internet activity, talk to your child about how they use Snapchat, the importance of not 'oversharing', and any issues they have faced.
- ! The default privacy setting of 'My Friends' prevents children from sharing 'snaps' with users unknown to them. However, children may change this setting and make their posts public. Ensure your child is aware of the importance of maintaining strong privacy settings and check the settings your child has selected.
- ! In the settings options, ensure your child has Snapmap set to 'ghost mode'. This will ensure that nobody can see their current location.
- ! Ask your child if they know how to report or block a user who sends them anything that upsets them. This can be done by going to the friends list, selecting the person creating the issue and then selecting the gear icon.
- ! Remind your child that although Snapchat automatically deletes images once seen, somebody can copy the image and share it with others.

### Reasons for concern

! **Abuse and bullying**  
As messages disappear shortly after being read, Snapchat has become a popular tool for abuse such as online bullying as abusers feel they will not be held to account for messages posted once they are deleted. This is supported by the fact that if somebody takes a screenshot of a message posted on Snapchat then the person who posted it is informed that this has happened, making it more uncomfortable for people to take evidence of abuse they have suffered or witnessed.

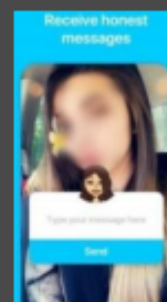
! **The Snap Map**  
The Snap Map allows users to see the live location of their friends on a map. Cartoon-style avatars are used to represent people in a move that was clearly designed to be popular with younger users. This feature can result in children sharing their location (including effectively their home address) with individuals.



! **Addiction-inducing features**  
Children are naturally more prone to addictive behaviour than adults. As such, the inclusion of features such as 'Snap Streaks' (where two users share pictures with each other on consecutive days) encourages addictive behaviour. Snapchat rewards longer streaks with special emojis. This can result in children increasing their daily usage of the app.



! **Risk of secondary apps**  
Snapchat allows users to link to secondary apps that can be used inside Snapchat. A recent concerning example is YOLO which allows users to offer people the opportunity to anonymously ask them questions. Such apps have led to online bullying and hate crime.





# WhatsApp

## Parent / Carer Advice



### What is WhatsApp?

WhatsApp is a free messaging app. It allows you to send text and multimedia messages (video, images and voice recordings) to people in the contact list on your phone. It also allows users to set up group chats where the administrators can invite up to 256 people to share messages and images publicly within the group. Although the age limit for WhatsApp was recently raised to 16 it is popular with primary age children and above. So what are the risks?

### Safety Tips

- ! As with all Internet activity, talk to your child about how they use WhatsApp and any issues they have encountered.
- ! With your child, look through the groups they are members of and discuss any areas of concern you have. You may agree that it would be best to leave the group.
- ! Go to the settings (by pressing the three dots in the top right of the screen) and ensure your child's profile is set to 'contacts only'.
- ! To leave a group: Open the group in WhatsApp. Press the three dots in the top right of the screen and select 'Group Info'. Scroll down to 'Exit group'.
- ! If an admin adds your child back into a group they have left, your child can ask them not to do this. If they keep adding them then you can prevent it by blocking the admin. To do this, WhatsApp provide the following guidance:

1. Go to the group in WhatsApp, then tap or click the subject of the group.
2. Tap or click the phone number of the admin you wish to block.
3. If prompted, tap or click Message (phone number) or Send Message.
4. A blank chat with the admin will open up. Tap or click the phone number at the top.
5. Tap or click Block > Block.

### Reasons for concern

- ! Group administrators can invite people your child does not know into group chats. Some of these people may not have innocent intentions or may be older and post age-inappropriate messages.
- ! Some WhatsApp groups can contain images and messages which can cause distress to children. These might include violent images or videos, abusive messages and sexual content.
- ! Chain messages are often shared through WhatsApp. These pressure children to post them on to their contacts, e.g. by claiming that failure to do so can result in the child or a family member dying. Many children find such messages distressing but also feel they must share them with others due to fear of the threat.
- ! WhatsApp does not allow users to decide whether to join a group. Your child will be automatically added to any groups that their contacts add them to. If your child leaves the group the administrator can add them straight back in.
- ! Your child may be in WhatsApp groups in which huge numbers of posts are made. The alerts this generates can be an unnecessary distraction and can disrupt sleep.
- ! WhatsApp's default privacy settings are that anybody can see your child's profile photo and when they were last online.
- ! WhatsApp 'dare games' have become popular with children. These involve the child making a quiz about themselves to share with others and this can lead to oversharing of personal information which can be publicly available.
- ! Children can add and then remove other children from groups as a form of exclusion and bullying.

and killed him. A girl named Loran got this message. She laughed and deleted it. I later came to her house and killed her and buried her in a desert. A boy named



# TikTok

## Parent / Carer Advice



### What is TikTok?



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TikTok is a social media app where users share short video clips of 15 seconds duration. It started out as an app named 'Musically' and was used to share videos of dancing and lip-syncing to music. Much of the content on TikTok still reflects these origins, but popular videos now also include pets, makeup, magic tricks, fashion, art, people reacting to situations, etc. According to OSA research, TikTok is now as widely used by 11-14 year olds as SnapChat and Instagram.

### Safety Tips

- ! As with all Internet activity, talk to your child about how they use TikTok and any issues they have encountered.
- ! Discuss whether it would be best to change your child's account to private to avoid interactions with non-friends. If you agree to keep the account public you should discuss strategies for coping with negative feedback and for blocking users.
- ! Help your child to spring clean their account from time to time by removing videos you agree to be inappropriate.
- ! Ensure your child knows not to post videos in their school uniform. Also discuss how recording videos at school might break school rules and what the consequences could be.
- ! The TikTok settings allow you to set a time limit for how long each day you want your child to be able to use the app. This can be password protected to ensure they stick to the limit.



### Reasons for concern

- ! TikTok has a minimum age rating of 13 and anybody under 18 should have parental permission to use the app. However, new users simply enter a date of birth to indicate their age and there are no verification steps. As such, children of any age can create an account by using a false date of birth.
- ! New users will be shown a range of video clips the app feels may be of interest. Many of these will quickly expose users to offensive language which will be inappropriate for children.
- ! The clothing worn and the type of dancing in some videos could be deemed sexualised and therefore something that might be inappropriate for younger users to be exposed to.
- ! The default privacy settings in the app are concerning. Although only friends can send users direct messages, the videos posted by users can be seen by anybody and anybody can like / comment on the videos. New users are also available for anybody to perform a musical duet with. Such default settings can leave children vulnerable to unwanted communication from others.
- ! Many children in the UK are posting videos to TikTok where they are wearing their school uniform, making it possible for strangers to identify their location.
- ! The nature of videos children are posting to TikTok (singing, dancing, etc) can leave them vulnerable to receiving negative comments which can have an impact on mental health.
- ! The company that owns TikTok is facing legal issues and stands accused of illegally collecting data on children (when it was Musically) and the app has been deemed a 'potential security risk by the FBI'.