



## **Mercia Primary Academy Trust**

### **E-Safety and Social Media Policy**

Date: March 2020

Review Date: March 2023

#### **Legislation**

Settings are advised to risk assess social media tools to comply with The Health & Safety at Work Act 1974, The Children Act 1989, The Childcare Act 2006, The Management of Health and Safety at Work Regulations 1999 and The Computer Misuse Act 1990 which clarify that all settings have a duty of care to ensure the safety and wellbeing of children and staff.

Additional: The Statutory Framework for the Early Years Foundation Stage pg.14, 3.6 states; 'training made available by the provider must enable staff to identify signs of possible abuse and neglect at the earliest opportunity and to respond in a timely and appropriate way. Providers must train all staff to understand their safeguarding policy and procedures which should include inappropriate behaviour displayed by other members of staff which includes the inappropriate sharing of images'.

#### **Aim**

To ensure staff/early year's practitioners have a clear and agreed understanding of the benefits and risks of e-safety. It will provide advice on acceptable use and effective control measures to enable individuals to use ICT resources in a safe online environment.

- Safeguarding children is everyone's responsibility so it is of paramount importance to ensure the safety and wellbeing of children at all times and this includes their online safety.
- The registered person will have the overall legal, personal and moral responsibility to ensure that online safety is effectively considered.
- The designated person for safeguarding is to be responsible for online safety alongside the administrator for social media, and will manage the implementation, monitoring and reviewing of the e-safety policy.

To minimise any risks all staff should have effective training on e-safety. A reliable infrastructure and a clear Acceptable Use Agreement (AUA) is in place which is key to effective practice (staff conduct agreement, Setting's Social Media Conduct Agreement & e-Safety Parental Permission Form)

Creating a safer online environment will be on-going, so clear monitoring, evaluation and review of procedures are essential.

All staff should support children's emerging understanding of e-safety by providing a range of resources to support their learning including cameras, ipads, tablets, computers and any other android devices as is appropriate or available.

### **Settings Social Media Policy and Procedure**

Social media tools can provide excellent opportunities for teaching and learning, however such sites can have risks and can never be 100% safe. These risks can be minimised by having an embedded e-safety policy and individuals should consider having separate personal and business on-line communication tools.

If any parents have concerns regarding social media that have a 11+ age limit (or the child's age if lower) we will pass this onto the DSL or the deputy DSL.

We will advise all parents that we will inform the DSL or the deputy DSL if their child is using social media they are not allowed to use due to age restrictions.

### **Administration & Monitoring**

Staff must be aware of their personal and professional conduct when using social media. Staff using social media should consider what information is published to ensure confidentiality is observed at all times and the setting is not brought into disrepute. Content can be easily shared online and circulated far and wide without consent or knowledge, possibly resulting in disciplinary, civil or criminal consequences.

### **Ethical Considerations**

As a communication tool user you should consider the potential associated dangers of posting images, photographs and information on social networking sites.

Key safety concerns include:

- Children being easily identified by their image posing a risk of inappropriate contact by individuals (children's names must not be displayed alongside their images)
- Images being altered and distorted
- Images being used inappropriately causing stress and anxiety

All individuals regardless of age should have a right to participate in the decision making of how information is used and published. The views of children must be considered to comply with 'United Nations Convention on the Rights of the Child':

- Article 3: Best interests of the child

- Article 12: Respect for the views of the child
- Article 13: Freedom of expression
- Article 16: Right to privacy

For further information regarding the law refer to Staffordshire Safeguarding Children Board website: - [www.staffsscb.org.uk](http://www.staffsscb.org.uk)

The potential risks and use considerations need to be balanced alongside the many benefits of sharing information electronically. These include parents more readily accessing information regarding the setting that their child attends and children being excited about seeing photographs of themselves displayed on the web, bringing the page to life.

### **E-Safety Parental Permission Form**

Dear Parent/Carer

As part of the programme of activities to support your child's learning and development, they will have the opportunity to access a wide range of information and communication technology (ICT) resources.

We recognise the important contribution and value that such resources have in promoting children's learning and development, however, we also recognise there are potential risks involved and therefore have robust e-safety policies and procedures in place.

Please read and sign the permission form below.

Should you wish to discuss the matter further please do not hesitate to contact me.

Yours sincerely,

(Manager)

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Parent/Carer e-Safety Permission Form

I give permission for my child to access digital technologies in accordance with Mercia Primary Academy Trust e-safety policies and procedures.

Child's Name: \_\_\_\_\_

Parent/Carer Name: \_\_\_\_\_

Parent/Carer Signature: \_\_\_\_\_ (person with parental responsibility)

Date: \_\_\_/\_\_\_/\_\_\_

### **Staff Conduct Agreement**

We acknowledge that practitioners will use digital technologies in their personal and social lives so we require them to sign the following Professional Conduct Agreement to ensure clear boundaries between their home and professional roles.

I agree that through my recreational use of social networking sites or other online technologies that I will:

- not bring Mercia Primary Academy Trust into disrepute;
- observe confidentiality and refrain from discussing any issues relating to work;
- not share or post in an open forum, any information that I would not want children, parents/carers or colleagues to view;
- set privacy settings to block unauthorised access to my social networking page and to restrict those who are able to receive updates;
- keep my professional and personal life separate and not accept children and parents/carers as 'friends';
- consider how my social conduct may be perceived by others and how this could affect my own reputation and that of the Mercia Primary Academy Trust;
- either avoid using a profile photograph or ensure it is an image I would be happy to share with anyone;
- report any known breaches of the above;

I understand I am in a position of trust and my actions outside of my professional environment could be misinterpreted by others, and I am conscious of this when sharing information publicly with others.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_/\_\_\_/\_\_\_

### Setting's Social Media Conduct Agreement

We require you to sign and agree to follow the Conduct Agreement for using Mercia Primary Academy Trust social media communication platforms to ensure clear boundaries between and Mercia Primary Academy Trust home are followed.

Social Media platform: \_\_\_\_\_

I agree to:

- not bring Mercia Primary Academy Trust into disrepute by following their social media policy;
- observe confidentiality by not discussing other children, parents or practitioners;
- not share, tag, post or copy any information from Mercia Primary Academy Trust social media platform without prior permission from the 'management';
- keep my professional and personal life separate and not accept children/parents/carers as 'friends' on my personal page;
- consider how my social conduct may be perceived by others and how this could affect my own reputation and that of Mercia Primary Academy Trust;
- report any known breaches of the above to the designated person for safeguarding Mercia Primary Academy Trust and named social media administrator for social media;
- I understand I am in a position of trust and my actions could be misinterpreted by others and I am conscious of this when sharing information with others on the social media platform site belonging to Mercia Primary Academy Trust.

Name : \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

## References and Contacts for e-safety and Social Media

CEOP (Child Exploitation and Online Protection Centre): [www.ceop.police.uk](http://www.ceop.police.uk)

Childline: [www.childline.org.uk](http://www.childline.org.uk)

Childnet: [www.childnet.com](http://www.childnet.com)

Connect Safely: <http://www.connectsafely.org/>

Cybermentors: [www.cybermentors.org.uk](http://www.cybermentors.org.uk)

Digizen: <http://www.digizen.org/>

Facebook Safety Centre: <https://en-gb.facebook.com/safety/>

Information Commissioner's Office - Data Protection:

[http://www.ico.org.uk/for\\_organisations/data\\_protection](http://www.ico.org.uk/for_organisations/data_protection)

Internet Watch Foundation (IWF): [www.iwf.org.uk](http://www.iwf.org.uk)

Kent e-Safety in Schools Guidance: [www.kenttrustweb.org.uk?esafety](http://www.kenttrustweb.org.uk?esafety)

Kidsmart: [www.kidsmart.org.uk](http://www.kidsmart.org.uk)

Safe Network- <http://www.safenetwork.org.uk/>

Staffordshire Safeguarding Children Board: <http://www.staffsscb.org.uk>

South West Grid for Learning Online Safety: <http://www.swgfl.org.uk/Staying-Safe>

Teach Today: <http://en.teachtoday.eu>

Think U Know website: [www.thinkuknow.co.uk](http://www.thinkuknow.co.uk)

Twitter- Safety Tips for Parents: <http://support.twitter.com/articles/470968-safety-tips-for-parents#>

Virtual Global Taskforce — Report Abuse: [www.virtualglobaltaskforce.com](http://www.virtualglobaltaskforce.com)

Wired Safety - <https://www.wiredsafety.org>

### Disclaimer

Mercia Primary Academy Trust attempts to ensure that the information in this document is accurate and up to date.

Mercia Primary Academy Trust and its employees cannot accept responsibility for any loss, damage or inconvenience caused as a result of reliance on any content in this publication.

Signed .....

Director, Mercia Primary Academy Trust

Date: March 2020

Review Date: March 2023

## Version Control

Version	Date Approved	Changes	Reasons for Alterations
<b>2</b>	<b>February 2016</b>	<p>If any parents have concerns regarding social media that have a 11+ age limit we will pass this onto the child protection officer or the deputy child protection officer.</p> <p><b>added</b></p>	Social media complaint slt felt uneasy dealing with media children are not allowed on
<b>3</b>	<b>June 2018</b>	<b>No changes</b>	
<b>4</b>	<b>March 2020</b>	<b>No changes</b>	