

# CAWOOD CHURCH OF ENGLAND PRIMARY SCHOOL

## Personal use of social networking and other third party websites (including blogs, microblogs and personal web-space)

### Introduction

The Internet offers a number of ways of communication via Social Networking sites like *Facebook*, *Twitter*, open access online encyclopaediae such as *Wikipedia*, etc.

This policy sets out the principles which staff are expected to follow when using Internet interactivity. It applies to blogs, to microblogs like *Twitter* and to other personal webspace. When someone clearly identifies an association with school and/or discusses their work, they are expected to behave appropriately when on the Internet.

This policy is not to stop staff from conducting legitimate activities on the Internet, but serves to flag-up those areas in which conflicts can arise. It is designed to help you protect yourself from cyberbullying and to avoid bringing yourself and the teaching profession into dispute.

### 1. Principles

As an employee of Cawood Primary School, each member of staff has a professional persona and image to maintain within the wider community.

### 2. Internet

Therefore, staff should not:

- Use the Internet in any way to attack or abuse colleagues.
- Post derogatory or offensive comments on the Internet.

### 3. Social Networking Sites

Social networking sites provide a great way for people to maintain contact with friends. All staff should be mindful of the information they disclose on social networking sites, as images and text may be viewed by the wider school community (including parents and pupils). Photos from events in your private life may not be appropriate for the public to view. The default settings of some social networking sites like Facebook mean that anyone can view this information.

### 4. Consideration towards other members of staff when using social networking sites

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. However, it may not be appropriate to share work-related information in this way.

### 5. Blogging and microblogging

Many people use their personal blogs (including sites like *Twitter*) to discuss their life and work. This policy is not intended to restrict any activity, as long as confidential information is not revealed. Personal blogs, microblogs and websites should also not be used to attack or abuse colleagues. Staff members should respect the privacy and the feelings of others. Remember also that if they break the law on a blog or microblog (for example by posting something defamatory), they will be personally responsible.

If a staff member thinks something on their blog, microblog or website gives rise to concerns about a conflict of interest, and in particular concerns about impartiality or confidentiality, this must be discussed with the Head Teacher.

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