



## Saint Edmund's Catholic Primary School

*'Together we learn and grow through worship and celebration'*

# Social Media Policy

|                                   |   |
|-----------------------------------|---|
| Committee responsible for policy  | Resources Committee                           |
| Approved by Committee/ <b>FGB</b> | June 2019                                     |
| Statutory/Non-statutory           | STATUTORY                                     |
| Frequency of Review               | Every Two Years                               |
| Date of last review               | June 2019                                     |
| Date of next review               | <b>June 2021</b>                              |
| Purpose of policy                 | To be compliant with GDPR and Data Protection |
| Consultation                      | London Diocesan Board for Schools             |
| Links to other policies           | Data Protection Policy                        |

## Contents

|                                 |                                     |
|---------------------------------|-------------------------------------|
| 1. Data Protection .....        | <b>Error! Bookmark not defined.</b> |
| 2. Policy Statement .....       | 2                                   |
| 3. Social Media Channels .....  | 2                                   |
| 4. Account Responsibility ..... | 2                                   |
| 5. Photo Consent .....          | 3                                   |
| 6. Friend Requests .....        | 3                                   |
| 7. Monitoring .....             | 3                                   |
| 8. Complaints .....             | 3                                   |

### 1. Data Protection:

Any personal data processed in the delivery of this policy will be processed in accordance with the school Data Protection Policy and can be found in the Record of Data Processing.

### 2. Policy Statement

St Edmund's Catholic Primary School uses Social Media as a channel of communication. The purpose of this policy is to set out the operation, use, storage and disclosure of Social Media.

This policy applies to all individuals who are in charge of Social Media accounts which belong to St Edmund's Catholic Primary School.

### 3. Social Media Channels

The following social Media Channels are utilised by the school;

- **Facebook**
- **Twitter**
- **School App (D6 Communicator)**

### 4. Account Responsibility

The following individuals/individual are responsible for posting items on social media.

| <b>Channel/Account</b>              | <b>Individual and Job roles</b>  |
|-------------------------------------|--|
| <b>Facebook</b>                     | <b>Lynn Stapleton, Admin Assistant</b><br><b>Isabel Baird, Admin Assistant</b> |
| <b>School Twitter</b>               | <b>Lynn Stapleton, Admin Assistant</b><br><b>Isabel Baird, Admin Assistant</b> |
| <b>School App (D6 Communicator)</b> | <b>Lynn Stapleton, Admin Assistant</b><br><b>Isabel Baird, Admin Assistant</b> |

At all times you must remember that you are posting on behalf of the school, if you are unsure about the content check with Carmel Moreland, Headteacher.

## 5. Photo Consent

As the school requests specific consent from the parents and guardians for the use of pupil photographs and videos, this must be checked before posting any images.

## 6. Devices used to Post

- School Devices can be used to post on social media, these devices will be marked on the Asset Register.

In addition to this personal device may be used to access the school social media accounts. And post content. The use of these personal devices is governed by the "Bring your own Device policy/ICT User Agreement".

Any data on these devices must adhere to the School Data Retention Policy which can be found here in the staff area of the server.

## 7. Monitoring

Adherence to this policy will be routinely monitored by Gaynor Nicholl.

Breaches of guidelines may result in disciplinary action

## 8. Complaints

We take any complaints about our collection and use of personal information very seriously.

If you think that our collection or use of personal information is unfair, misleading or inappropriate, or have any other concern about our data processing, please raise this with us in the first instance.

To make a complaint, please contact our data protection officer. **David Coy** (contactable on david.coy@london.anglican.org, 07903 506531).

Alternatively, you can make a complaint to the Information Commissioner's Office:

- Report a concern online at <https://ico.org.uk/concerns/>
- Call 0303 123 1113
- Or write to: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF