Poynton High School recognises the rapid growth in use of social media outlets for our staff, students, parents and carers. We acknowledge that social media can prove to be a highly useful tool for sharing resources with our students and their parents outside of the classroom. We also recognise that the ever expanding expectations on our young people can be challenging at times, this has been a main factor in the establishment of our mobile phone policy.

This **Acceptable Use Policy** outlines the guidelines and behaviors that we would expect users to follow when using school technologies or when using personally-owned devices in connection with the school and departments within it.

- Teachers and students are expected to follow the same rules which encourage respectful conduct online as offline. We would ask that parents consider this also when approaching school matters within a public forum.

- Poynton High School makes a reasonable effort to ensure students' safety and security online, but will not be held accountable for any harm or damages that result from misuse of social media technologies.

We encourage teachers, students, staff, and other school community members to use social networking/media (Twitter, Facebook, etc.) as a way to connect with others, share educational resources, create and curate educational content. While social networking is fun and valuable, there are some risks you should keep in mind when using these tools. In the social media world, the lines are blurred between what is public or private, personal or professional. We seek to ensure that our use of social media reflects our school values to inspire, achieve and celebrate.

We've created these social networking/media guidelines to follow when representing the school in the virtual world.

As a school we will aim to:

Use good judgment

- We will take measures before posting material to use good judgment regarding what material is shared and how in all situations.

- When using social media we will continue to follow the school's Code of Conduct and Privacy Policy.

- Those accessing social media will be asked to be vigilant regarding their privacy settings and also to be aware of the content that they share within the public domain.

Be respectful

- Our social media platforms will aim to always treat others in a respectful, positive and considerate manner.

We will not use social media to share the following:

Confidential information

- Social media users are asked not to publish, post or release information that is considered confidential or not public. If it seems confidential, it probably is. Online "conversations" are never private.

Private and personal information

- To ensure user safety, users should be careful about the type and amount of personal information they provide. They must avoid talking about personal schedules or situations.

- Users should never give out or transmit personal information of students, parents, or co-workers.

- In using social media users should always respect the privacy of our school community members.

Users should be cautious with respect to:

Images

- Social media users should not post pictures of students who we do not hold image consent for online.

Other sites

- A significant part of the interaction on blogs, Twitter, Facebook and other social networks involves passing on interesting content or linking to helpful resources. However, the school is ultimately responsible for any content that is shared.

Cyberbullying

- Cyberbullying will not be tolerated. Harassing, dissing, flaming, denigrating, impersonating, outing, tricking, excluding, and cyberstalking are all examples of cyberbullying.

  Engaging in any online activities intended to harm (physically or emotionally) another person, will result in severe disciplinary action. In some cases, cyberbullying can be a crime.

Parents and carers

We would ask that parents and carers act as a positive role model to the young people of our school community when using social media. In doing so we would encourage all communication shared within the public domain regarding our learning community at Poynton High School to reflect the values within this policy.

When responding to, or for further information regarding any of our school posts online please contact info@phs.cheshire.sch.uk for further enquiries.

12/1/18

Letter to parents introducing policy

Dear parents/carers,

Due to the rising popularity of social networking sites, the staff and governors have agreed that they will aim to set a good example to the young people of our school community when communicating online in a public forum.

We would like to invite parents and carers or our young people to do the same.

I have attached to this letter our school social media policy which shows the guidelines which we will endeavor to follow to ensure that our communication online reflects our school values to inspire, achieve and celebrate.

I would also like to take this opportunity to remind you that if you have any concerns, issues, or comments about the school our staff are available to speak to you.