



Wayland Junior Academy Watton

The use of mobile phones, cameras and social media sites.

Part of the Academy Code of Conduct

First printed: September 2015
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We

publish

information about our academy and communicate with parents in many ways including:

- Parents' evenings
- Informal meetings
- Newsletters
- Email messages
- Texting service
- Our own website
- Social media- Twitter

We welcome anybody who is interested in life at our academy to follow us and connect with us. It is important for everybody's safety that we are clear about how we use these sites and what is acceptable behaviour from the people who follow us.

MOBILE PHONES

Are not permitted on the playground by staff, visitors or parents.

- As a general rule, employees are not permitted to make/receive calls or text messages during work time (excluding break times).
- Staff should ensure that mobile phones are turned off or in silent mode at all times while on the academy premises.
- Mobile phones should be kept in a cupboard/bag and not be left on display
- Mobile phones must not be used in a space where children are present (e.g. in a classroom or playground)
- In the event that an employee has a particular reason for needing access to a mobile phone during the day they must seek approval from the Principal.
- Staff are not at any time permitted to use recording equipment on their mobile phones, for example: to take photographs or videos of children.
- Children are discouraged from bringing mobile phones to school. Where this happens, they do so at their own risk and should keep their phone in their bag. The academy will not confiscate or 'look after' a child's phone. The academy will not accept liability for a phone which is lost/ gets damaged. Children are not permitted to have their phones out during lesson time or any other time in the school day.

PHOTOGRAPHIC IMAGES

Photographic images of children are an important part of the academy's way of recording various activities in the academy. Staff must use the cameras and equipment provided by the academy.

An image of a child is personal data and it is, therefore, a requirement under the the Data Protection Act 1998 that consent is obtained from the parent of a child for any images made such as those used for the academy websites, productions or other purposes.

When using a photograph the following guidance will be followed:

- avoid naming the pupil
- images must be uploaded to the academy's private server.
- photos must not be stored on individual laptops.
- where staff are taking photos they will be clear about the purpose of the activity and about what will happen to the photograph(s) when the lesson/activity is concluded
- staff will ensure that a senior member of staff is aware that the photography/image equipment is being used and for what purpose.
- Staff will ensure that all images are available for scrutiny in order to screen for acceptability
- do not take, display or distribute images of pupils unless there is consent to do so.

Staff Laptops

Staff members have the use of a laptop to help with their teaching. Staff should be aware that at any time the laptop can be called in by the Principal to be checked. Staff must adhere to the Ten Group's IT Acceptable Usage Policy.

Social Networking and Social Media

All staff and governors are discouraged from having a social media account, however it is acknowledged that people value this sort of contact.

If a member of staff or governor has a social media account, in the interest of safeguarding children, protecting ourselves and protecting the valuable reputation of our academy, it is necessary for such staff to follow the following rules:

- The highest privacy settings must be set on any personal accounts/ profiles to avoid public viewing of accounts/ profiles of any member of staff or governor.
- Social Networking applications used by staff 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 academy into disrepute.

- No staff member should have a pupil or former pupil under the age of 18 as a 'friend' to share information with.
- Staff and governors are discouraged from accepting 'friend' requests from parents, however, it is acknowledged that 'friend' requests could be genuine friends. We ask that you use your professional discretion as to who can be a 'friend' to your account.
- Employees should not identify themselves as a representative of the academy
- References should not be made to any staff member, pupil, parent or academy activity / event unless prior permission has been obtained and agreed with the Principal
- Staff should be aware that if their out-of-work activity causes potential embarrassment for the employer or detrimentally effects the employer's reputation then the employer is entitled to take disciplinary action.
- If you have any evidence of pupils or adults using social networking sites in the working day, please contact the Designated Safeguarding Lead in school.

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

Record the disclosure in line with the Safeguarding Policy

Schools and Academies must refer the matter to the LADO who will investigate via Norfolk Police Child Protection Team.

DISCIPLINARY ACTION

All staff need to recognise that failure to meet these standards of behaviour and conduct may result in disciplinary action, including dismissal.

Signed by the Principal:



Signed by Chair of Governors:



Date: 30/8/16

Review: September 2017