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| Using Social Media in Educational Settings: TemplatesS**November 2018**Sep **September 2018****September 2018****September 2018** Guidance and template resources for Educational Setting LeadersFebruary 2017 |

# Considering the risks posed by Social Media

Please note educational settings have statutory and common law obligations to undertake risk assessments as per Health and Safety Law. This guidance does not seek to replace legal advice, which educational setting leaders may wish to take when making these decisions.

Risk assessing websites and tools is a useful way for educational settings to develop safe and appropriate practice in the classroom and help to protect staff and learners.

Risk assessments should be carried out prior to using any tool or technology in the classroom; it is also good practice to risk assess social networking tools before using them for any official or educational purpose. This guidance contains sample risk assessment templates for settings to use and adapt, however other tools or approaches may be preferred.

When carrying out a risk assessment approach it is recommended that:

* The assessment is carried out by leadership with support from technical and curriculum focused members of staff.
* The policies published (e.g. terms and conditions, privacy, data protection) by any service/website/apps being used should be fully evaluated by the school for privacy and data security (e.g. minimum age)
* The website/app/service’s user interface should be tested by an appropriate member of staff (e.g. how to delete and block accounts and moderate content)
* It is important for settings to understand what personal data is collected by the site, how it is used and whether there is an audit trail that can be traced back to a real identity (GDPR and Data Protection Act 2018)
* The impact of introducing a high bandwidth service on to a network should be evaluated.
* The content e.g. the suitability and reading age of any advertising material or additional content should also be assessed.

When considered cloud based systems (such as Google Apps for Education etc.), settings should access the DfE guidance available here: [www.gov.uk/government/publications/cloud-software-services-and-the-data-protection-act](http://www.gov.uk/government/publications/cloud-software-services-and-the-data-protection-act)

It might be helpful in some cases to carry at a Data Protection Privacy Impact Assessment (DPIA).A DPIA is a process which helps organisations to identify and reduce the privacy risks of a project. An effective DPIA will be used throughout the development and implementation of a project, using existing project management processes. A DPIA enables an organisation to systematically and thoroughly analysehow a project or system will affect the privacy of the individuals involved. The ICO has published information on PIAs on the website: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/accountability-and-governance/data-protection-impact-assessments/>

**Disclaimer**

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# Annex A: Risk Assessment Form for the Use of Web Tools and Technology in the Classroom

## Notes for use

* A risk assessment should be carried out by both a technical and an educational member of staff and agreed by a member of the school senior leadership team (including the schools child protection coordinator).
* An evaluation of privacy and data security should include an evaluation of the policies for a service (e.g. minimum age) and test procedures for interacting with the service provider, e.g. account deletion. It is important for settings to understand what personal data is collected, how it is used and whether there is an audit trail that tracks back to a real identity.
* Content suitability should be based on an assessment of the impact of introducing a high bandwidth service on to a network and age-related categorisation of advertising, images and textual content found on the site.
* These suggestions are not exhaustive and will need to be adapted according to the site and setting

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| --- |
| **Name of Member of Staff (s):** |
| **Date:**  |
| **Site/Service:****URL & name** |  |
| **Description of Service/site:** |  |
| **Educational Purpose:** | Curriculum requirements/justification, aims and objectives. |
| **Other Details:** | e.g. * Required for/by specific subjects or syllabus.
* Who it is required to be unblocked for e.g. staff/student groups (all students, small groups).
* Time limits (e.g. one off lesson, term/scheme of work).
* Classroom management approaches (e.g. supervision and education of users)
 |

**Summary of Risk Assessment Decision (amend as appropriate)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Risk** | **Staff** | **Early Years** | **KS1** | **KS2** | **KS3** | **KS4** | **16+** |
| General |  |  |  |  |  |  |  |
| Privacy, Data Security |  |  |  |  |  |  |  |
| Content Suitability and Age limits |  |  |  |  |  |  |  |
| Communication |  |  |  |  |  |  |  |
| Filter site? | Y/N | Y/N | Y/N | Y/N | Y/N | Y/N | Y/N |
| Approval by: | (Name and role) **NB should be leadership** |

**Key Issues Identified and Action Required**

|  |  |  |  |
| --- | --- | --- | --- |
| **Risk Identified** | **Action Taken** | **Action by** | **Date** |
|  |  |  |  |
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# Annex B: Checklist for the Use of Web Tools and Technology in the Classroom

**Carried out by member of Leadership Staff:**

**Additional input was obtained from:**

**Member of Technical Staff:**

**Member of Safeguarding Staff:**

**Date review carried out:**

**Date to be reviewed (annual recommendation):**

**Key:**

|  |  |
| --- | --- |
|  | High risk identified: Unsuitable to use |
|  | Risk Identified: Appropriate action is required/Proceed with caution |
|  | Limited risk |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Yes** | **No** | **Further information/discussion** |
| **General Considerations** |
| Endorsed by recognised authority for education use |  |  |  |
| Service has good reputation for dealing with concerns (if appropriate) |  |  |  |
| Leadership Team Approval |  |  |  |
| Use of site is documented in School policies and procedure (if appropriate) |  |  |  |
| Appropriate Acceptable Use Policy in place (generic and/or specific) |  |  |  |
| Up-to-date whole School Online Safety training is embedded and in place?  |  |  |  |
| Parental consent required and provided (if appropriate) |  | If required and not given  |  |
| Can/will users be tracked/identified? |  |  |  |
| Can/will mobile device management software be installed/used? (if appropriate) |  |  |  |
| **Privacy and Data Security (for sites/devices that allow students/staff to interact with each other or others)** |
| Registration of users required? |  |  |  |
| Anonymous registration possible? |  |  |  |
| Service can be administrated or managed by staff e.g. staff can verify users |  |  |  |
| Minimum age is suitable for the setting? NB check sites terms & conditions and terms of service. |  |  |  |
| Privacy tools |  |  |  |
| **Privacy and Data Security**  |
| Personal Data Collected – Logs Data |  |  |  |
| Personal Data Collected – Email Address |  |  |  |
| Personal Data Collected – Address/Phone numbers |  |  |  |
| Personal Data Collected – IP Address |  |  |  |
| Personal Data Collected – Cookies (Sessional or persistent) |  |  |  |
| Personal Data Collected – Data sharing with other services |  |  |  |
| **Content Suitability** |
| High Bandwidth – Internet radio/TV |  |  |  |
| High Bandwidth – Internet telephony |  |  |  |
| High Bandwidth – File sharing |  |  |  |
| High Bandwidth – Personal Storage |  |  |  |
| High Bandwidth – Streaming Media |  |  |  |
| Adult Material or themes (images, text, videos) NB not educational material relating to appropriate educational subjects such as sex & relationships education |  |  |  |
| User generated content e.g. photos, videos etc. (be aware content may therefore be unsuitable) |  |  |  |
| Advertising Material NB - Be aware of COPPA requirements |  |  |  |
| Dating/Personal sites |  |  |  |
| Weapons |  |  |  |
| Promotion of drugs, alcohol, tobacco etc. (not educational sites) |  |  |  |
| Promotion of violence, hatred, racism etc. |  |  |  |
| Promotion of gambling |  |  |  |
| Promotion of extremist organisations |  |  |  |
| Promotion of Illegal Activity |  |  |  |
| Promotion of computer misuse |  |  |  |
| Other inappropriate content |  |  |  |
| **Communication (if appropriate)** |
| Moderated by member of staff (if so how often) |  |  |  |
| Teacher/staff admin controls |  |  |  |
| Age banding/tools provided |  |  |  |
| Communication between pupils (within school) |  |  |  |
| Communication between pupils (outside of school) |  |  |  |
| Child to teacher communication allowed |  |  |  |
| Unverified users present |  |  |  |
| **Other (**add additional lines as appropriate**)** |
|  |  |  |  |

# Annex C: Consideration Form for the Use of Social Media

**Site considered: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_**

**Member of Staff: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Role: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**What are the reasons for using Social Network Site?**

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|   |

**What should you do?** (As appropriate to your audience)

|  |  |
| --- | --- |
| Consider alternatives e.g. on private/secure networks (e.g. VLE, school website)  | ❑ |
| Discuss intentions with Leadership team/Line Manager  | ❑ |
| Survey your intended audience(s) | ❑ |
| Inform Parents/Carers of the use of the site | ❑ |
| Brief staff to raise awareness about online safety (both personal and the community) | ❑ |
| Brief learners to raise awareness and understanding around information sharing on social media | ❑ |
| Update policies e.g. social media, image consent, etc. | ❑ |
| Agree and display acceptable use policies for use of site (including specific AUPS for admins and users) | ❑ |
| Posters/Instructions are shared to help inform users of the agreed rules | ❑ |

|  |  |  |
| --- | --- | --- |
| **Potential Hazard**(Please note this list is not exhaustive | **Action to be taken to reduce risks** | **Ensure that pupils/parents/staff know….** |
| **Online bullying of/by*** Learners
* Staff
* Parents
 |   | ...what to do if they feel they are being bullied or see bullying online …the schools anti-bullying policy and sanctions  |
| **Contact by unknown people*** Some social networks can search for people by age and gender so easy for people to be targeted
* Members of the community can be clearly identified by unknown and unverified users
 |    | … how to refuse contact with unknown people...how to use privacy settings effectively e.g. using “friends” list and checking how posts/content can be viewed ...how to report suspicious contacts |
| **Personal information being made public accidentally or deliberately*** Many sites share information publically by default unless you adjust privacy settings
* Information made public all around the world instantly
* Can add a location which could mean people could identify where you are from
* Can enter address or phone details so can be contacted directly.
* Admin not being aware of image use and confidentiality requirements
 |   | ...that once sent information could be seen by anyone...they need to adjust their privacy settings to keep aspects of the site private…the potential risks of adding their location would mean that they could be found by people they do not know...the potential risks of listing their personal details…the schools policies regarding confidentiality, data protection etc.  |
| **Privacy and data protection*** Site may share information with third party suppliers who perform functions
* Site may disclose information if required to comply with law, regulation or legal request
* In the event Social Network is taken over information may be sold or transferred but privacy policy to still apply.
 |  | …that the company may share the data with other companies...that even if they delete the information it is still there and a trace will be left that can still be accessed  |
| **Inappropriate photos and tagging*** Users sharing photos without consent
* Other users tagging people in photos
 |  | ...that any photo or video on the site could be seen by anyone...that tagging the photo could lead to identification and therefore contact by people they do not know |
| **Age limits*** More social networking sites have an age limit of 13. Therefore it will not be appropriate for pupils under 13
 |   | …they should only use Social Network if they are old enough..how to inform the Social Network of the age of user if it contravenes rules |
| **Finances*** Some sites have functionality that requires payment
 |  | ..the dangers of paid services |
| **Behaviour of community members*** Site might not mediate content or intervene in disputes between users.
* Users are allowed to post content, including potentially inflammatory content, provided that they do not violate the Terms of Service and Rules.
* What to do if users have problems is not immediately obvious on the site?
 |   | ..that they act legally...the AUP makes it clear what users should do if they have a problem and that guidance is available by clicking on help..Terms of Service and where to find these and any support they might require from the site. … their responsibilities and the sanctions that can be imposed if behaviour breaches school policies  |
| **Other** |  |  |

**Decision and Justification**

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**Approved by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Member of Leadership Team: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(Role)**

**Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

# Annex D: Template Letter when considering using Social Media as Engagement Tool

**Although aimed at parents, this letter can also be adapted for use with learners (aged 13+) if wishing to increase learner engagement**

Dear Parent(s)/Carer(s)

I am writing to you as our setting is exploring different options for communication to ensure that we can keep in touch and share news with parents/carers through a variety of different formats. We are considering using a range of communication channels, including social media tools to support this and would like to begin by seeking ideas and opinions from our community.

At this stage we are only seeking to gather feedback on a range of communication channels and would like parents to indicate any preferences. The decision will be carefully considered and assessed to ensure that all members of the community are safeguarded. Any use of social media will initially take place on a trial basis and will be reviewed regularly, and we will continue to communicate with parents through a variety of approaches.

Please indicate any preferences for communication channels to consider:

|  |  |  |  |
| --- | --- | --- | --- |
| **Option (Add or amend as appropriate)** | **Yes I would use this** | **No I would not use this** | **Other comments** |
| Official website |  |  |  |
| Email |  |  |  |
| Text Message |  |  |  |
| Newsletter |  |  |  |
| Official Blog |  |  |  |
| Official Facebook Page |  |  |  |
| Official Facebook Group |  |  |  |
| Official Twitter Account |  |  |  |
| Official YouTube Account |  |  |  |
| Other  |  |  |  |

Please be aware that we are currently considering a range of options and may decide not to proceed due to parental preference or safeguarding considers.

We would welcome comments regarding this possibility from parents/carers and the Designated Safeguarding Lead (NAME) and myself (if different) are available to discuss any help you may need or concerns that you may have.

Yours sincerely

Headteacher/Manager

# Annex E: Template Letter for Educational Settings launching an official Social Media Channel

Dear Parent(s)/Carer(s)

I am writing to inform you that following feedback from parents, we will be soon be launching a (Insert name of selected communication Channel e.g. Facebook Page and link) to enable us to communicate and engage with audience e.g. parents/carers, students if 13+, wider community on a wider scale.

Name of tool chosen will be used to communicate and share news, information and achievements with our community. We would like to encourage parents to like/follow/subscribe to receive updates. This tool will not replace our other existing communication channels (include example e.g. settings website, newsletters, parent mail, text services, learning platform) but will enable us to communicate and share information with audience group e.g. parents more effectively. Engagement with the name of tool chosen is entirely optional.

We would like to make sure that we work in partnership with parents and carers to ensure that name of tool chosen is used safely and. With internet use becoming an essential feature of everyday life it is important that all members of the community are aware that online conduct can have a significant impact both within and outside of the setting. Safeguarding is always our primary concern and our policy guidelines around the acceptable use of images are very clear.

We will/will not (list safety approaches e.g. not post any photos of children without written parental consent, monitor the page on a regular/daily basis, block offensive language, deliver staff training). However, we will also need support from parents and carers to ensure that all members of the community are kept safe.

We would like to remind all members of the community that name of tool chosen is a public domain and we all need to be careful to ensure that content posted online is safe and appropriate to share. We would like to request that any parents who use name of tool chosen to post comments with consideration towards others and we request that all comments are polite and respectful and in line with our policies. Schools may wish to attach a copy of their Acceptable Use Policy and/or Home School Agreement

We reserve the right to remove any posts which are abusive or offensive and any comments which may be considered criminal or could cause distress will be removed, reported and managed in accordance with our policy (list). We will not allow solicitations or advertisements from outside companies or groups and are not responsible for any external content linked from this page.

**Facebook Page Specific: Remove if the Facebook Page will not allow comments**

It is important to point out that should a parent comment, tag themselves (or someone else) on a post or image shared on our Facebook page, this will identify parents and potentially their children as being members of our community. Parents are advised to ensure that have appropriate privacy settings in place to safeguarding themselves and their families.

**Facebook Group Specific: Remove if the Facebook Group will be Secret**

It is important to point out that should a parent join our official Facebook group this will identify parents and potentially their children as being members of our community. Parents are advised to ensure that have appropriate privacy settings in place to safeguarding themselves and their families.

**Twitter Account Specific:**

It is important to point out that should a parent follow our Twitter account this will identify parents and potentially their children as being members of our community. Parents are advised to ensure that have appropriate privacy settings in place and to carefully consider the content they tweet in order to safeguard themselves and their families.

We encourage all name of tool chosen users to access the appropriate help section for guidance regarding privacy and safety settings and terms of use: Insert link to help pages

You can also find out more about keeping yourself and your children safer online through some of the following links:

* [www.thinkuknow.co.uk](http://www.thinkuknow.co.uk)
* [www.childnet.com](http://www.childnet.com)
* [www.getsafeonline.org](http://www.getsafeonline.org)
* [www.saferinternet.org.uk](http://www.saferinternet.org.uk)
* [www.nspcc.org.uk/onlinesafety](http://www.nspcc.org.uk/onlinesafety)
* [www.internetmatters.org](http://www.internetmatters.org)

The Designated Safeguarding Lead (NAME) and myself (if different) are available to discuss any help you may need or concerns that you may have.

Yours sincerely

Headteacher/Manager

# Annex F: Template Disclaimer for Educational Settings Official Page/Account

This is a Facebook Page/ Facebook Group/Twitter account/YouTube account for parents/carers of setting name community.

We would like to remind all members of our community that Facebook/Twitter/YouTube is a public domain and we all need to be careful to ensure that the content we post online is safe and appropriate to share.

This site will be monitored by an official member of setting name staff in accordance with our policies (list specific policies e.g. child protection, social media etc.). Schools may wish to list other safety approaches.

Setting name would encourage all Facebook/Twitter/YouTube users to access Facebook/Twitter/YouTube help section for guidance regarding privacy and safety settings and terms of use: links as appropriate

Schools may wish to share tips and links to resources such as Think U Know, Childnet, Safer Internet Centre etc.

Members of setting name community are encouraged to read the relevant setting policies (e.g. Social Media, Acceptable Use, e-Safety, Child Protection, Complaints, and Image Use etc) and act as role models online. We request that all comments are posted with consideration towards others and are polite and respectful.

Setting name reserves the right to remove any posts which are abusive or offensive and any comments which may be considered criminal or could cause distress will be removed, reported and managed in accordance with our policies (list) and the law.

Setting name will not allow solicitations or advertisements from outside companies or groups and are not responsible for any external content linked from this page.

If any member of the community has any complaints or concerns, please contact the setting name directly. Provide information e.g. link to school website.

# Annex G: Template Disclaimer for Parent run Social Media Channel

**Also see the Kent Acceptable Use Policy Templates:** [www.kelsi.org.uk/child-protection-and-safeguarding/e-safety](http://www.kelsi.org.uk/child-protection-and-safeguarding/e-safety)

This setting name parents account/page/group is created and maintained by parents for communicating with other parents whose children attend setting name. It is not run by setting name and as such is not an official communication channel; setting name has its own communication channels (amend and list) and an official website. We welcome your involvement with our page/account/group and look forward to engaging with you, however, we will not allow postings that:

* Contravene any setting name policies
* Break the law or encourage others to do so.
* Contain abusive or inappropriate language or statements. This includes remarks that are hateful as well as those that contain obscenities or are sexually explicit.
* Easily identify children, parents and/or staff in defamatory, abusive, or generally negative terms.
* Do not show proper consideration for others’ privacy or are considered likely to offend or provoke others – i.e. goad others into inflammatory debates.
* Are spam – i.e. repeatedly posting the same comment or comments that are simply advertising/promoting a service or product.

All posting of comments are at the discretion of the administrators who are parents within the community. The intent of this is not to keep negative or critical information from being posted, but to protect the privacy and rights of setting name staff, parents and children. Naming specific employees, parents or children in a negative way will not be allowed. The page/group administrators will review postings to ensure sure they do not run afoul of these rules, nor setting names policies, including but not limited to behaviour, child protection, confidentiality, anti-bullying, online safety, social media, use of images and information governance.

The account/page/group administrators reserve the right to not post or to remove any comments at any time, for any reason, but we hope that will not ever be necessary. We also reserve the right to block individuals who misuse our account/page/group.

If you would like to report an inappropriate comment for us to review, contact an admin (name and details) or contact the Headteacher directly.