

# Louie's Helping Hands

## ONLINE & SOCIAL MEDIA POLICY

**CHAIRPERSON: SARA LLEWELLYN**

**DATE AGREED: 22 FEBRUARY 2017**

**DATE OF NEXT REVIEW: 22 FEBRUARY 2018**

**ALL, STAFF HAVE ACCESS TO THIS POLICY AND  
SIGN TO THE EFFECT THAT THEY HAVE READ AND  
UNDERSTOOD ITS CONTENT**

## Contents

Section		Page
1	Aims & Policy Scope.....	2
2	Key Responsibilities in the Community .....	3
3	Managing the School Website.....	5
4	Publishing images online .....	6
5	Managing Emails .....	6
6	General Social Media Use.....	6
7	Official use of Social Media.....	7
8	Staff Personal use of Social Media.....	8
9	Appendix .....	10

**The Designated Safeguarding Lead (DSL) is Sara Llewellyn Trustee**

**Deputy DSL is Katherine Jones Volunteer**

**The Online safety (e-Safety) lead Ashley Palmer Trustee**

# Louie's Helping Hands

## Online & Social Media Policy

### 1. Aims and Policy scope

- Louie's Helping Hands Charity believes that online safety (e-Safety) is an essential element of safeguarding children and adults in the digital world, when using technology such as computers, tablets, mobile phones or games consoles.
- Louie's Helping Hands Charity identifies that the internet and information communication technologies are an important part of everyday life, so children must be supported to be able to learn how to develop strategies to manage and respond to risk and be empowered to build resilience online.
- Louie's Helping Hands Charity has a duty to provide the community with quality Internet access to raise education standards, promote achievement, support professional work of staff and enhance management functions.
- Louie's Helping Hands Charity identifies that there is a clear duty to ensure that all children and staff are protected from potential harm online.
- The purpose of Louie's Helping Hands Charity online safety policy is to:
  - Clearly identify the key principles expected of all members of the community with regards to the safe and responsible use technology to ensure that the School is a safe and secure environment.
  - Safeguard and protect all members of the Charity community online.
  - Raise awareness with all members of the Charity community regarding the potential risks as well as benefits of technology.
  - To enable all staff and volunteers to work safely and responsibly, to role model positive behaviour online and be aware of the need to manage their own standards and practice when using technology.
  - Identify clear procedures to use when responding to online safety concerns that are known by all members of the community.
- This policy applies to all staff including the governing body, teachers, support staff, external contractors, visitors, volunteers and other individuals who work for or provide services on behalf of the school (collectively referred to as 'staff' in this policy) as well as children and parents/carers.
- This policy applies to all access to the internet and use of information communication devices, including personal devices, or where children, staff or other individuals have been provided with school issued devices for use off-site, such as a work laptops, tablets or mobile phones.

- This policy must be read in conjunction with other relevant charity policies including (but not limited to) safeguarding, anti-bullying, behaviour, and relevant curriculum policies including Sex and Relationships Policy

## **2. Key responsibilities for the community**

### ***The key responsibilities of the charity trustee team are:***

- Developing, owning and promoting the online safety vision and culture to all stakeholders, in line with national and local recommendations with appropriate support and consultation throughout the charity community.
- Ensuring that online safety is viewed by the whole community as a safeguarding issue and proactively developing a robust online safety culture.
- Supporting the Designated Safeguarding Lead (DSL) by ensuring they have sufficient time and resources to fulfil their online safety role and responsibilities
- Ensuring there are appropriate and up-to-date policies and procedures regarding online safety.
- To ensure that suitable and appropriate filtering and monitoring systems are in place to protect children from inappropriate content which meet the needs of the charity community whilst ensuring children have access to required educational material.
- Ensuring all members of staff receive regular, up-to-date and appropriate training regarding online safety roles and responsibilities and provide guidance regarding safe appropriate communications.
- To be aware of any online safety incidents and ensure that external agencies and support are liaised with as appropriate.
- Receiving and regularly reviewing online safeguarding records and using them to inform and shape future practice.
- Ensuring there are robust reporting channels for the school/setting community to access regarding online safety concerns, including internal, local and national support.
- To ensure a member of the Trustee Board is identified with a lead responsibility for supporting online safety.
- Auditing and evaluating current online safety practice to identify strengths and areas for improvement.

### **The key responsibilities of the Designated Safeguarding**

- Acting as a named point of contact on all online safeguarding issues and liaising with other members of staff and other agencies as appropriate.
- Keeping up-to-date with current research, legislation and trends regarding online safety.

- Coordinating participation in local and national events to promote positive online behaviour, e.g. Safer Internet Day.
- Ensuring that online safety is promoted to parents and carers and the wider community through a variety of channels and approaches.
- Work with the charity secretary for data protection and data security to ensure that practice is in line with current legislation.
- Maintaining a record of online safety concerns/incidents and actions taken as part of the charity's safeguarding recording structures and mechanisms.
- To report to the Trustees and other agencies as appropriate, on online safety concerns and local data/figures.

**The key responsibilities for all members of staff & volunteers are:**

- Contributing to the development of online safety policies
- Taking responsibility for the security of school/setting systems and data.
- Having an awareness of a range of different online safety issues and how they may relate to the children in their care.
- Modelling good practice when using new and emerging technologies
- Embedding online safety education in curriculum delivery wherever possible.
- Identifying individuals of concern and taking appropriate action by following school safeguarding policies and procedures.
- Knowing when and how to escalate online safety issues, internally and externally.
- Being able to signpost to appropriate support available for online safety issues, internally and externally.
- Maintaining a professional level of conduct in their personal use of technology, both on and off site.
- Demonstrating an emphasis on positive learning opportunities.
- Taking personal responsibility for professional development in this area.

**The key responsibilities of children and young people are:**

At a level that is appropriate to their individual age, ability and vulnerabilities:

- Contributing to the development of online safety policies as appropriate
- Respecting the feelings and rights of others both on and offline.
- Seeking help from a trusted adult if things go wrong, and supporting others that may be experiencing online safety issues.
- Taking responsibility for keeping themselves and others safe online.
- Taking responsibility for their own awareness and learning in relation to the opportunities and risks posed by new and emerging technologies.

- Assessing the personal risks of using any particular technology, and behaving safely and responsibly to limit those risks.

**The key responsibilities of parents and carers are:**

- Reading the charity's Acceptable Use Policies, encouraging their children to adhere to them, and adhering to them themselves where appropriate.
- Discussing online safety issues with their children, supporting the charity in their online safety approaches, and reinforcing appropriate safe online behaviours at home.
- Role modelling safe and appropriate uses of technology and social media.
- Identifying changes in behaviour that could indicate that their child is at risk of harm online.
- Seeking help and support from the charity, or other appropriate agencies, if they or their child encounters online problems or concerns.
- Contributing to the development of the charity online safety policies.
- Using school systems, such as learning platforms, and other network resources, safely and appropriately.
- Taking responsibility for their own awareness and learning in relation to the opportunities and risks posed by new and emerging technologies.

**3. Managing the charity website**

- The contact details on the website will be the school address, email and telephone number.
- A member of the trustee board will take overall editorial responsibility for online content published and will ensure that information is accurate and appropriate.
- The website will comply with the charity's guidelines for publications including accessibility respect for intellectual property rights, privacy policies and copyright.
- Children's work and progress will be published with their permission or that of their parents/carers.
- The administrator account for the charity website will be safeguarded with an appropriately strong password.

#### **4. Publishing images online**

- The charity will ensure that all images and videos shared online are used only on the school website/Facebook.
- The charity will ensure that all use of images and videos take place in accordance other policies and procedures including data security.
- Written permission from parents or carers will always be obtained before images/videos of pupils are electronically published.

#### **5. Managing emails**

- The use of personal email addresses by staff for any official school business is not permitted.
- The forwarding of any chain messages/emails etc. is not permitted. Spam or junk mail will be blocked and reported to the email provider.
- Any electronic communication which contains any content which could be subject to data protection legislation (e.g. sensitive or personal information) will only be sent using secure and encrypted email.
- Access to charity email systems will always take place in accordance to data protection legislation and in line with other appropriate charity policies e.g. confidentiality.
- Members of the community must immediately tell the DSL if they receive offensive communication and this will be recorded in the school safeguarding files/records.
- Email sent to external organisations should be written carefully and authorised before sending, in the same way as a letter written on school headed paper would be.
- School email addresses and other official contact details will not be used for setting up personal social media accounts.

### **Social Media Policy**

#### **6. General social media use**

- Expectations regarding safe and responsible use of social media will apply to all members of Louie's Helping Hands Charity and exist in order to safeguard both the charity and the wider community, on and offline. Examples of social media may include blogs, wikis, social networking sites, forums, bulletin

boards, multiplayer online gaming, apps, video/photo sharing sites, chatrooms, instant messenger and many others.

- All members of the charity community will be encouraged to engage in social media in a positive, safe and responsible manner at all times.
- Information about safe and responsible use of social media will be communicated clearly and regularly to all members of the charity community.
- All members of the charity community are advised not to publish specific and detailed private thoughts, concerns, pictures or messages on any social media services, especially content that may be considered threatening, hurtful or defamatory to others.
- The use of social networking applications during charity hours for personal use is not permitted.
- Any concerns regarding the online conduct of any member of the charity on social media sites should be reported to the leadership team and will be managed in accordance with policies such as anti-bullying, allegations against staff, behaviour and safeguarding/child protection.
- Any breaches of the charity policy may result in criminal, disciplinary or civil action being taken and this will depend upon the age of those involved and the circumstances of the wrong committed. Action taken will be in accordance with relevant policies, such as anti-bullying, allegations against staff, behaviour and safeguarding.

## **7. Official use of social media**

- Louie's Helping Hands Charity official social media channels are:

<https://twitter.com/louhelpinghands>

<https://www.facebook.com/LouiesHelpingHands1>

<https://www.instagram.com/louieshelpinghand>

- Official use of social media sites by the charity will only take place with clear community engagement objectives with specific intended outcomes e.g. increasing parental engagement.
- Official use of social media sites as communication tools will be risk assessed and formally approved by a board of trustee member.
- All communication on official social media platforms will be clear, transparent and open to scrutiny.
- Any online publication on official social media sites will comply with legal requirements including the Data Protection Act 1998, right to privacy conferred by the Human Rights Act 1998, or similar duty to protect private

information and will not breach any common-law duty of confidentiality, copyright etc.

- Official social media use will be in line with existing policies including anti-bullying and child protection.
- Information about safe and responsible use of social media channels will be communicated clearly and regularly to all members of the community.
- Leadership staff must be aware of account information and relevant details for social media channels in case of emergency, such as staff absence.
- Parents/Carers and pupils will be informed of any official social media use, along with expectations for safe use and action taken to safeguard the community.
- Public communications on behalf of the charity will, where possible, be read and agreed by at least one other colleague.
- The charity will ensure that any official social media use does not exclude members of the community who are unable or unwilling to use social media channels.

## **8. Staff personal use of social media**

- The safe and responsible use of social networking, social media and personal publishing sites will be discussed with all members of staff as part of staff induction and will be revisited and communicated via regular staff training opportunities.
- All members of staff are not to communicate with or add as 'friends' any current or past children/pupils or current or past pupils' family members via any personal social media sites, applications or profiles.
- If ongoing contact with pupils is required once they have left the voluntary roll, then members of staff will be expected to use existing alumni networks or use official charity provided communication tools.
- All communication between staff and members of the charity community on charity business will take place via official approved communication channels
- Staff will not use personal social media accounts to make contact with pupils or parents, nor should any contact be accepted, except in circumstance whereby prior approval has been given by a board of trustee member.
- Any communication from pupils/parents received on personal social media accounts will be reported to the charity's designated safeguarding lead.
- Information and content that staff members have access to as part of their employment, including photos and personal information about pupils and their family members, colleagues etc. will not be shared or discussed on personal social media sites.
- All members of staff are strongly advised to safeguard themselves and their privacy when using social media sites. This will include being aware of location sharing services, setting the privacy levels of their personal sites as

strictly as they can, opting out of public listings on social networking sites, logging out of accounts after use and keeping passwords safe and confidential.

- All members of staff are encouraged to carefully consider the information, including text and images, they share and post online and to ensure that their social media use is compatible with their professional role and is in accordance with charity's policies and the wider professional and legal framework.
- Members of staff will be encouraged to manage and control the content they share and post online. Advice will be provided to staff via staff training and by sharing appropriate guidance and resources on a regular basis.
- Members of staff will notify the Management Team immediately if they consider that any content shared or posted via any information and communications technology, including emails or social networking sites conflicts with their role in the charity.
- Members of staff are encouraged not to identify themselves as employees of Louie's Helping Hands charity on their personal social networking accounts. This is to prevent information on these sites from being linked with the charity and also to safeguard the privacy of staff members and the wider community.
- Members of staff will ensure that they do not represent their personal views as that of the school on social media.
- Charity email addresses will not be used for setting up personal social media accounts.
- Members of staff who follow/like the charity social media channels will be advised to use dedicated professional accounts, where possible, to avoid blurring professional boundaries.

## **Appendix A**

### **Online Safety (e-Safety) Contacts and References**

#### **Kent Support and Guidance**

##### **Kent County Councils Education Safeguards Team:**

[www.kelsi.org.uk/support-for-children-and-young-people/child-protection-and-safeguarding](http://www.kelsi.org.uk/support-for-children-and-young-people/child-protection-and-safeguarding)

##### **Kent Online Safety Support for Education Settings**

- Rebecca Avery, Education Safeguarding Adviser (Online Protection)
- Ashley Assiter, e-Safety Development Officer
- [esafetyofficer@kent.gov.uk](mailto:esafetyofficer@kent.gov.uk) Tel: 03000 415797

##### **Kent Police:**

[www.kent.police.uk](http://www.kent.police.uk) or [www.kent.police.uk/internetsafety](http://www.kent.police.uk/internetsafety)

In an emergency (a life is in danger or a crime in progress) dial 999. For other non-urgent enquiries contact Kent Police via 101

**Kent Public Service Network (KPSN):** [www.kpsn.net](http://www.kpsn.net)

**Kent Safeguarding Children Board (KSCB):** [www.kscb.org.uk](http://www.kscb.org.uk)

**Kent e–Safety Blog:** [www.kentesafety.wordpress.com](http://www.kentesafety.wordpress.com)

**EiS - ICT Support for Schools and Kent Schools Broadband Service Desk:**

[www.eiskent.co.uk](http://www.eiskent.co.uk)

#### **National Links and Resources**

**Action Fraud:** [www.actionfraud.police.uk](http://www.actionfraud.police.uk)

**BBC WebWise:** [www.bbc.co.uk/webwise](http://www.bbc.co.uk/webwise)

**CEOP (Child Exploitation and Online Protection Centre):** [www.ceop.police.uk](http://www.ceop.police.uk)

**ChildLine:** [www.childline.org.uk](http://www.childline.org.uk)

**Childnet:** [www.childnet.com](http://www.childnet.com)

**Get Safe Online:** [www.getsafeonline.org](http://www.getsafeonline.org)

**Internet Matters:** [www.internetmatters.org](http://www.internetmatters.org)

**Internet Watch Foundation (IWF):** [www.iwf.org.uk](http://www.iwf.org.uk)

**Lucy Faithfull Foundation:** [www.lucyfaithfull.org](http://www.lucyfaithfull.org)

**Know the Net:** [www.knowthenet.org.uk](http://www.knowthenet.org.uk)

**Net Aware:** [www.net-aware.org.uk](http://www.net-aware.org.uk)

**NSPCC:** [www.nspcc.org.uk/onlinesafety](http://www.nspcc.org.uk/onlinesafety)

**Parent Port:** [www.parentport.org.uk](http://www.parentport.org.uk)

**Professional Online Safety Helpline:** [www.saferinternet.org.uk/about/helpline](http://www.saferinternet.org.uk/about/helpline)

**The Marie Collins Foundation:** <http://www.mariecollinsfoundation.org.uk/>

**Think U Know:** [www.thinkuknow.co.uk](http://www.thinkuknow.co.uk)

**Virtual Global Taskforce:** [www.virtualglobaltaskforce.com](http://www.virtualglobaltaskforce.com)

**UK Safer Internet Centre:** [www.saferinternet.org.uk](http://www.saferinternet.org.uk)

**360 Safe Self-Review tool for schools:** <https://360safe.org.uk/>

**Online Compass (Self review tool for other settings):**

<http://www.onlinecompass.org.uk/>

This policy was adopted by: Louie's Helping Hands	Date: 19 <sup>th</sup> September 2016
Reviewed on: 22 <sup>nd</sup> February 2017	Signed: S J Llewellyn
To be Reviewed: 22 <sup>nd</sup> March 2018	