

## **SOCIAL MEDIA POLICY AND CODE OF CONDUCT**

Over recent years social media tools have become an integral feature of modern life, providing opportunities for organisations (both public and private sector) and citizens to engage and communicate. A key feature of many social media tools is their unparalleled ability to broadcast and receive information quickly and link to a whole network of people in a matter of seconds. It is also the case that material broadcast via Facebook and Twitter can persist in the digital world almost indefinitely often reaching a wider audience than the author had originally intended.

North West is responsible for the care and education of our children, and we are committed to the responsible and appropriate use of social media. The use of our social media is governed by its adoption of the Department for Education social media policy (<http://bit.ly/2bplWyk>) itself informed by the Social media guidance for civil servants (October 2014).

Social media tools include, but are not limited to:

- Blogs\Microblogging
- Social Networking
- Collaboration Networking Media
- Social Bookmarking
- Photo and Video sharing
- RSS Aggregation Services

This guidance forms part of North West London Jewish Day School's code of conduct for parents, carers and visitors and seeks to extend those principles to the digital world. It is not intended to stifle legitimate debate, discussion or interfere with private use of social media tools. It aims to:

- Clarify expectations about the use of social media tools by parents, carers or visitors as it relates to NWLJDS.
- Outline the steps NWLJDS will take if it considers social media content to be offensive, inappropriate, inaccurate or otherwise unacceptable.
- Protect the reputation of NWLJDS and ensure that social media use supports its educational, spiritual and pastoral ethos.

### **NORTH WEST LONDON JEWISH DAY SCHOOL**

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**Headteacher**  
Miss Judith Caplan B.Ed Hons

**Principal**  
Dayan Ivan Binstock

**Patron**  
Chief Rabbi Ephraim Mirvis

- Support the use of existing school policies and procedures to resolve issues of concern.

**As part of its code of conduct for parents, carers, visitors, governors and staff NWLJDS expects the following standards to apply in the use of social media tools:**

- Foul, abusive, discriminatory or threatening material about the school, its staff or pupils will not be tolerated. Parents\carers posting such material will be contacted by the school for its immediate removal. Whenever necessary the school shall seek legal advice on any further action that might be necessary.
- If parents\carers become aware of offensive/abusive or factually inaccurate postings about NWLJDS it is requested that these are brought to the attention of Headteacher or member of school staff at the earliest opportunity.
- NWLJDS has policies and procedures for a wide range of issues including bullying, attendance, additional needs and complaints. As such, social media tools are not an appropriate vehicle for progressing such matters. Schools will not engage with parents\carers via this route but will direct parents\carers to the appropriate procedure.
- Defamatory, offensive or derogatory comments regarding the school or any of the pupils/staff/parents at the school are not to be made on social media sites. Any concerns you may have about the school should be made through the appropriate channels by speaking to the class teacher, Head of Key stage, Deputy Head, Headteacher and then Chair of Governors.
- When factually incorrect information is posted about NWLJDS via social media, the author(s) will be contacted by the school for its removal\correction.
- NWLJDS has a safeguarding duty to all of its pupils and will take appropriate action if it considers social media contents to compromise this. This can include the identification of child through social media discussion and the use of visual material within content.
- Publishing of any images (including films) of pupils (other than your own) from the school in any capacity, especially on digital forums or social media such as facebook, Twitter or YouTube (even if you assume your permissions are restricted) is strictly forbidden.

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