

**THE EDUCATION VILLAGE ACADEMY  
TRUST**



**Social Media Policy**

## EVAT Version Control Document

Version:	Date:	Policy Owner:	Amendments made by:	Details of amendments made:	Reviewed by:	Approved by:
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### Monitoring and review

This policy is reviewed every **two years** by the Policy Owner: **Marie Roe**

The scheduled review date for this policy is **April 2025**.

## Values and Ethos

Our values and ethos are inclusive and child centred. Our Trust is founded on the principles of inclusivity, diversity and fairness, and they are fundamental to our delivery of exceptional learning experiences.

EVAT stands for:

- **E**xcellence and high standards
  - a can-do culture and no-excuses ethos
- **V**alues driven with a deep sense of purpose
  - putting children and young people first
  - behaving ethically
- **A**mbition and aspiration for all
  - irrespective of background or barriers – being truly inclusive
- **T**eamwork
  - we do more, better and faster, together

We are a village. We collaborate, with our learners, their families and our communities, to provide exceptional education so that all the children and young people we serve achieve the best possible outcomes.

### Our Ethos is to:

- Create a nurturing and friendly atmosphere and provide an environment where everyone feels valued for who they are
- Bring out the best in every child and young person and meet the full range of their individual needs
- Provide different and unique experiences, challenges and activities
- Show tolerance and respect for each other
- Prepare our children and young people for lifelong learning
- Improve the life chances of every child and young person we serve.

**This policy, and its associated procedures and protocols, are based on these key principles.**

## Contents

Statement of intent .....	5
Legal framework .....	5
Roles and responsibilities .....	6
Definitions.....	7
Data protection principles .....	8
Staff social media use.....	9
School accounts .....	9
Personal accounts .....	10
Parent social media use .....	11
Pupil social media use .....	11
Online safety.....	12
Blocked content.....	12
Cyberbullying .....	13
Training.....	13
Monitoring and review.....	13
Public sector equality duty .....	13
Public Sector Equality Duty (Equality Act 2010) .....	14
Appendix A: Blocked Content Access Request Form .....	15
Appendix B: Inappropriate Content Access Form .....	16
Appendix C: Social Media Account Creation Form .....	17
Appendix D: Social Media Consent Form .....	19

## Statement of intent

The Education Village Academy Trust (EVAT) understands that social media are a growing part of life outside of school. The Trust and our schools have a responsibility to safeguard pupils against potential dangers when accessing the internet at school, and to educate pupils about how to protect themselves online when outside of school.

We are committed to:

- Encouraging the responsible use of social media by all staff, parents and pupils in support of the Trust's mission, values and objectives.
- Protecting pupils from the dangers of social media
- Preventing and avoiding damage to the reputation of the Trust and the school through irresponsible use of social media
- Protecting our staff from cyberbullying and potentially career damaging behaviour
- Providing online safety information to parents and carers

## Legal framework

This policy has due regard to all relevant legislation and statutory guidance including, but not limited to, the following:

- DfE (2018) 'Data protection: a toolkit for schools'
- The UK General Data Protection Regulation (UK GDPR)
- The Data Protection Act 2018
- The Computer Misuse Act 1990, amended by the Police and Justice Act 2006
- The Freedom of Information Act 2000
- The Safeguarding Vulnerable Groups Act 2006
- Equality Act 2010
- DfE (2022) 'Keeping children safe in education 2022'

This policy operates in conjunction with the following Trust/school policies:

- ICT and Electronic Device (Acceptable Use) Policy
- Online Safety Policy
- GDPR Data Protection Policy
- School Behaviour Policies
- Complaints Procedures Policy
- Anti-bullying Policy
- Managing Allegations of Abuse Against Staff and Volunteers Policy
- Photography and Images Policy (within Safeguarding)
- Code of Conduct
- EVAT Cyber Security Strategy and Incident Response Plan
- Protecting Children from Extremism and Radicalisation Policy
- Safeguarding and Child Protection Policy
- EVAT Disciplinary Policy and Procedure

## Roles and responsibilities

The Executive Leadership Team is responsible for:

- The overall implementation of this policy and ensuring that all staff, parents and pupils are aware of their responsibilities in relation to social media use
- Promoting safer working practices and standards with regards to the use of social media
- Establishing clear expectations of behaviour for social media use
- Ensuring that this policy, as written, does not discriminate on any grounds, including against any of the protected characteristics, as outlined in the Equality Act 2010
- In conjunction with the Board of Trustees, handling complaints regarding this policy and its provisions in line with the Trust's Complaints Procedures Policy
- Implementing appropriate sanctions and disciplinary methods where there is a breach of this policy
- Taking steps to minimise the amount of misplaced or malicious allegations in relation to social media use
- Working alongside the Data Protection Officer (DPO) and RM technicians to ensure appropriate security measures are implemented and compliance with UK GDPR.

The Board of Trustees is responsible for:

- Ensuring the Designated Safeguarding Lead's remit covers online safety
- Reviewing this policy on an annual basis
- Ensuring their own knowledge of online safety issues is up-to-date
- Ensuring all staff undergo safeguarding and child protection training, including online safety, at induction

Staff members are responsible for:

- Adhering to the principles outlined in this policy and the EVAT ICT and Electronic Device (Acceptable Use) Policy
- Ensuring pupils adhere to the principles outlined in this policy and that it is implemented fairly and consistently in the classroom
- Reporting any social media misuse by staff, pupils or parents to the appropriate Principal immediately
- Attending any training on social media use offered by the school/Trust

Parents are responsible for:

- Adhering to the principles outlined in this policy
- Taking appropriate responsibility for their use of social media and the influence on their children at home
- Promoting safe social media behaviour for both themselves and their children
- Reading online safety guidance, advice and information provided by the school/Trust

- Not engaging in activities involving social media which might bring the school or the Trust into disrepute
- Not representing their personal views as those of the school or the Trust on any social medium
- Acting in the best interests of pupils when creating, participating in or contributing to social media sites

Pupils are responsible for:

- Adhering to the principles outlined in this policy and the Behaviour Policy
- Ensuring they understand how to use social media appropriately and stay safe online
- Seeking help from school staff if they are concerned about something they or a peer have experienced online
- Reporting online safety incidents and concerns in line with the procedures within this policy
- Demonstrating the same high standards of behaviour as expected within the school

Principals are responsible for:

- Monitoring and reviewing all school-run social media accounts
- Vetting and approving individuals who wish to be 'friends' or 'followers' on the school's social media platforms
- Consulting with staff on the purpose of the social media account and the content published
- Maintaining a log of inappropriate comments or abuse relating to the school or the Trust
- Handling inappropriate comments or abuse posted on the school's social media accounts, or regarding the school or the Trust
- Creating a terms-of-use agreement, which all content published must be in accordance with
- Ensuring that enough resources are provided to keep the content of the social media accounts up to date and relevant

RM technicians are responsible for:

- Providing technical support in the development and implementation of the school/Trust's social media accounts
- Implementing appropriate security measures as directed by the Chief Operating Officer
- Ensuring that the Trust's filtering and monitoring systems are updated as appropriate

## Definitions

For the purpose of this policy, the Trust defines “**social media**” as any online platform that offers real-time interaction between the user and other individuals or groups including, but not limited to, the following:

- Blogs
- Online discussion forums
- Collaborative spaces, such as Facebook
- Media-sharing devices, such as YouTube
- 'Micro-blogging' applications, such as Twitter

For the purpose of this policy, “cyberbullying” is defined as any social media or communication technology intentionally used to bully an individual or group, including the posting or sharing of messages, images or videos.

For the purpose of this policy, “members of the Trust/school community” are defined as any teacher, member of support staff, pupil, parent of a pupil, Trustee, governor or ex-pupil.

### Data protection principles

At the start of every academic year, schools will obtain consent from pupils and parents, using the Social Media Consent Form, to confirm whether or not consent is given for posting images and videos of a pupil on social media platforms.

The consent will be valid for the whole academic year. Consent provided for the use of images and videos only applies to school/Trust accounts – staff, pupils and parents are not permitted to post any imagery or videos on personal accounts.

Where a pupil is assessed by the school to have the competence to understand what they are consenting to, the school will obtain consent directly from that pupil; otherwise, consent is obtained from whoever holds parental responsibility for the pupil.

A record of consent is maintained throughout the academic year, which details the pupils for whom consent has been provided. Principals are responsible for ensuring this consent record remains up to date for their respective school.

Parents and pupils are able to withdraw or amend their consent at any time. To do so, parents and pupils must inform the school Principal in writing. Where parents or pupils withdraw or amend their consent, it will not affect the processing of any images or videos prior to when consent was withdrawn or amended. Processing will cease in line with parents' and pupils' requirements following this. Wherever it is reasonably practicable to do so, the school will take measures to remove any posts made before consent was withdrawn or amended, such as removing an image from a social media site.

Consent can be provided for certain principles only; for example, only images of a pupil are permitted to be posted, and not videos. This will be made explicitly clear on the consent form provided. The school will only post images and videos of pupils for whom consent has been received.

Only Trust-owned devices will be used to take images and videos of the school community, which have been pre-approved by the Chief Operating Officer for use.



Only appropriate images and videos of pupils will be posted in which they are suitably dressed, i.e. it would not be suitable to display an image of a pupil in swimwear.

When posting on social media, the school will use group or class images or videos with general labels, e.g. 'sports day'.

When posting images and videos of pupils, the school will apply data minimisation techniques, such as pseudonymisation (blurring a photograph), to reduce the risk of a pupil being identified. The school will not post pupils' personal details on social media platforms and pupils' full names will never be used alongside any videos or images in which they are present.

Before posting on social media, staff will:

- Refer to the consent record log to ensure consent has been received for that pupil and for the exact processing activities required
- Ensure that there is no additional identifying information relating to a pupil

Any breaches of the data protection principles will be handled in accordance with the Trust's GDPR Policy.

## **Staff social media use**

### **School accounts**

The school's social media sites will only be created and monitored by designated staff members and the Principal. There will be a strong pedagogical or business reason for the creation of social media accounts on behalf of the school; official school profiles and accounts will not be created for trivial reasons.

If members of staff wish to create a new social media account, they will complete the Social Media Site Creation Approval Form. The form will be returned to the appropriate Principal for consideration. If approved the account will be created on behalf of the requesting individual(s). The Chief Operating Officer will be consulted about the purpose of the proposed site and its content.

A school social media account will be entirely separate from any personal social media accounts held by staff members and will be linked to an official school email account.

Consideration will be given to the following aspects:

- The purpose for using social media
- Whether the overall investment will achieve the pedagogical aim
- The level of interactive engagement with the site
- Whether pupils, staff, parents or members of the public will be able to contribute content to the account
- How much time and effort staff members are willing to commit to the proposed site
- A clear plan which outlines aspects such as how long the site will last
- How the success of the site will be evaluated

School social media passwords will be retained by the Principal and they will not be shared with any unauthorised persons, including pupils, unless otherwise permitted by the Principal. Staff will adhere to the data protection principles outlined in this policy at all times.

Staff will ensure any posts are positive in nature and relevant to pupils, the work of staff, the school/Trust or any achievements. Staff will not post any content online which is damaging to the school/Trust or any of its staff or pupils.

All content expressed on school social media accounts will not breach copyright, data protection or freedom of information legislation.

Staff will ensure the Principal has checked the content before anything is posted on social media. If staff wish for reminders to be posted for parents, e.g. returning slips for a school trip, staff will seek permission from the Principal before anything is posted.

If inappropriate content is accessed online, a report form will be completed and passed to the Principal and the Chief Operating Officer. The Chief Operating Officer retains the right to monitor staff members' internet usage in line with the Trust's Cyber Security Strategy and Incident Response Plan.

The school's social media accounts will comply with site rules at all times, particularly with regards to the minimum age limit for use of the site. It will be noted that each networking site has their own rules which must be followed – the designated staff member and Principal will induct staff to each new social media platform, providing them with the relevant training and information.

### **Personal accounts**

Staff members will not access social media platforms during lesson times, but they are permitted to use social media during break times. Staff will avoid using social media in front of pupils.

Staff members will not use any school-owned mobile devices to access personal accounts, unless it is beneficial to the material being taught – prior permission will be sought from the Principal. Staff are not permitted to use the school's Wi-Fi network to access personal accounts, unless otherwise permitted by the Principal for work reasons, and once an RM technician has ensured the necessary network security controls are applied.

Staff will not 'friend', 'follow' or otherwise contact pupils or parents through their personal social media accounts. If pupils or parents attempt to 'friend' or 'follow' a staff member, they will report this to the Principal.

Staff members will not provide their home address, phone number, mobile number, social networking details or email addresses to pupils or parents – any contact with pupils or parents will be done through authorised school contact channels. Staff members will use their school email address for school business and personal email address for their private correspondence; the two should not be mixed.

Staff members will ensure the necessary privacy controls are applied to personal accounts and will avoid identifying themselves as an employee of the school or the Trust on their personal social media accounts. Where staff members use social media

in a personal capacity, they will ensure it is clear that views are personal and are not those of the school/Trust.

No staff member will post any content online that is damaging to the school/Trust or any of its staff or pupils. Staff members will not post any information which could identify a pupil, class or the school/Trust – this includes any images, videos and personal information. Staff will not take any posts, images or videos from social media that belong to the school or the Trust for their own personal use. Staff members will not post anonymously or under an alias to evade the guidance given in this policy.

Breaches of this policy by members of staff will be taken seriously, and in the event of illegal, defamatory or discriminatory content, could lead to prosecution, disciplinary action or dismissal. Members of staff will be aware that if their out-of-work activity brings the school or the Trust into disrepute, disciplinary action may be taken.

Attempts to bully, coerce or manipulate members of the school/Trust community via social media by members of staff will be dealt with as a disciplinary matter.

Social media will not be used as a platform to attack, insult, abuse or defame pupils, their family members, colleagues or other professionals.

Staff members' personal information will not be discussed on social media.

### **Parent social media use**

Parents are able to comment on or respond to information shared via social media sites; however, parents should do so in a way which does not damage the reputation of the school or the Trust.

Parents will be asked not to share any photos or personal details of pupils when commenting on school social media sites, nor post comments concerning other pupils or staff members.

Any parents that are seen to be breaching the guidance in this policy will be required to attend a meeting with the Principal, and may have their ability to interact with the social media websites removed.

Breaches of this policy will be taken seriously, and in the event of illegal, defamatory or discriminatory content could lead to prosecution.

### **Pupil social media use**

Pupils will not access social media during lesson time, unless it is part of a curriculum activity. Pupils are not permitted to use the school's Wi-Fi network to access any social media platforms unless prior permission has been sought from the Principal, and RM technicians have ensured appropriate network security measures are applied.

Pupils will not attempt to 'friend', 'follow' or otherwise contact members of staff through their personal social media accounts. Pupils are only permitted to be affiliates of school social media accounts. Where a pupil or parent attempts to "friend" or 'follow' a staff member on their personal account, it will be reported to the Principal.

Pupils will not post any content online which is damaging to the school, the Trust or any of its staff or pupils. Pupils will not post anonymously or under an alias to evade the guidance given in this policy.

Pupils are instructed not to sign up to any social media sites that have an age restriction above the pupil's age.

If inappropriate content is accessed online on school premises, it will be reported to a teacher.

Breaches of this policy will be taken seriously, and in the event of illegal, defamatory or discriminatory content, could lead to exclusion.

### **Online safety**

Any disclosures made by pupils to staff about online abuse, harassment or exploitation, whether they are the victim or disclosing on behalf of another child, will be handled in line with the Trust's Safeguarding and Child Protection Policy.

Concerns regarding a staff member's online behaviour will be reported to the Principal, who will decide on the best course of action in line with the relevant policies, e.g. the Code of Conduct, Managing Allegations of Abuse Against Staff Policy, and Trust Disciplinary Policy and Procedures. If the concern is about the (Executive) Principal, it will be reported to the Chief Executive.

Concerns regarding a pupil's online behaviour will be reported to the DSL, who will investigate any concerns with relevant staff members, e.g. the Principal and RM technicians, and manage concerns in accordance with relevant policies depending on their nature, e.g. the Behaviour Policy and Safeguarding and Child Protection Policy.

Where there is a concern that illegal activity has taken place, the Principal will contact the police. The school will avoid unnecessarily criminalising pupils, e.g. calling the police, where criminal behaviour is thought to be inadvertent and as a result of ignorance or normal developmental curiosity, e.g. a pupil has taken and distributed indecent imagery of themselves. The DSL will decide in which cases this response is appropriate and will manage such cases in line with the Safeguarding and Child Protection Policy.

As part of the usual communication with parents, the school will reinforce the importance of pupils being safe online and inform parents what systems the school uses to filter and monitor online use. The school will also make it clear to parents what their children are being asked to do online for school, including what sites they will be asked to access and who from the school, if anyone, they will be interacting with online.

### **Blocked content**

In accordance with the Trust's Cyber Security Strategy and Incident Response Plan, RM technicians will install firewalls on the Trust's network to prevent access to certain websites.

The Chief Operating Officer and RM technicians retain the right to monitor staff and pupil access to websites when using the Trust's network and on Trust-owned devices.

Attempts made to circumvent the network's firewalls will result in a ban from using Trust computing equipment, other than with close supervision.

Inappropriate content accessed on the Trust's computers will be reported to RM technicians so that the site can be blocked. Requests may be made to access erroneously blocked content by submitting a blocked content access form to RM, which will be approved by the Principal.

## **Cyberbullying**

Cyberbullying incidents are taken very seriously. Any reports of cyberbullying on social media platforms by pupils will be handled in accordance with the school's Anti-bullying Policy.

Cyberbullying against pupils or staff is not tolerated under any circumstances. Incidents of cyberbullying are dealt with quickly and effectively wherever they occur in line with the Anti-bullying Policy. Allegations of cyberbullying from staff members will be handled in accordance with the Managing Allegations of Abuse Against Staff and Volunteers Policy.

## **Training**

The Trust and its schools recognise that early intervention can protect pupils who may be at risk of cyberbullying or negative social media behaviour. As such, teachers will receive training in identifying potentially at-risk pupils. Teachers and support staff will receive training on social media as part of their new starter induction. Teachers and support staff will receive ongoing training as part of their development.

Pupils will be educated about online safety and appropriate social media use on a termly basis through a variety of mediums, including assemblies, PSHE lessons and cross-curricular links. Pupils will be provided with material to reinforce their knowledge.

Parents will be invited to online safety and social media training and will be provided with relevant resources.

Training for all pupils, staff and parents will be refreshed in light of any significant incidents or changes.

## **Monitoring and review**

This policy will be reviewed on an annual basis by the Chief Operating Officer, in conjunction with Principals and the DPO.

The next scheduled review date for this policy is April 2024.

Any changes made to this policy will be communicated to all staff, pupils and parents.

## **Public sector equality duty**

In preparing this policy, the author has given due regard to the Public Sector Equality Duty; that is, they have considered any potential impact on people who share certain protected characteristics. The relevant protected characteristics are age, disability,

gender reassignment, race, religion or belief, marriage and civil partnership, sex and sexual orientation.

### **Public Sector Equality Duty (Equality Act 2010)**

In preparing or amending this policy, the author has given due regard to the Public Sector Equality Duty; that is, they have considered any potential impact on people who share certain protected characteristics. These protected characteristics are defined as: race, disability, sex, age, religion or belief, sexual orientation, pregnancy and maternity and gender reassignment.

### **Appendices**

- Appendix A: Blocked Content Access Request Form
- Appendix B: Inappropriate Content Access Form
- Appendix C: Social Media Account Creation Form
- Appendix D: Social Media Consent Form

## Appendix A: Blocked Content Access Request Form

Requester	
Staff name:	
Date:	
Full URL:	
Site content:	
Reasons for access:	
Identified risks and control measures:	
Authoriser	
Approved?	✓ / X
Reasons:	
Staff name:	
Date:	
Signature:	

## Appendix B: Inappropriate Content Access Form

<b>Staff name (submitting report):</b>	
<b>Name of individual accessing inappropriate content (if known):</b>	
<b>Date:</b>	
<b>Full URL(s):</b>	
<b>Nature of inappropriate content:</b>	
<b>Approved by Principal</b>	
<b>Name of Principal:</b>	
<b>Approved?</b>	✓ / X
<b>Reasons:</b>	
<b>Signature</b>	
<b>Print name</b>	
<b>Date</b>	
<b>To be completed by RM Technician</b>	
<b>Action taken:</b>	
<b>Staff name:</b>	
<b>Date:</b>	
<b>Signature:</b>	



## Appendix C: Social Media Account Creation Form

Use of social media on behalf of the school must be approved by the Principal prior to setting up sites. Please complete this form and return it to the Principal.

Team details		
Department:		
Moderator of site:		
Purpose of using social media		
Please describe why you want to set up this site and the content of the site		
What are your aims and what do you hope to achieve by setting up this site?		
What is the proposed content of the site?		
Proposed audience of the site		
<input type="checkbox"/> Pupils of the school Ages: <u>age range</u>	<input type="checkbox"/> School staff	<input type="checkbox"/> Pupils' family members
<input type="checkbox"/> External organisations	<input type="checkbox"/> Pupils from other schools Schools involved: <u>name of school</u>	<input type="checkbox"/> Members of the public
<input type="checkbox"/> Other (please give details)		
Proposed contributors to the site		
<input type="checkbox"/> Pupils of the school Ages: <u>age range</u>	<input type="checkbox"/> School staff	<input type="checkbox"/> Pupils' family members
<input type="checkbox"/> External organisations	<input type="checkbox"/> Pupils from other schools Schools involved: <u>name of school</u>	<input type="checkbox"/> Members of the public
<input type="checkbox"/> Other (please give details)		
Administration of the site		
Names of administrators (the site must have at		

least <b>two</b> approved administrators):	
Who will vet external contributors? (Please state name and job role)	
Who will host the site?	
Proposed date of going live:	
How do you propose to advertise for contributors?	
If contributors include pupils, how do you propose to inform and obtain the consent of parents or responsible adults?	
What security measures will you take to prevent unwanted or unsuitable individuals from contributing or becoming 'friends' and 'followers' etc. of the site?	

### Approval

**Approval from relevant people must be obtained before the site can be created. The relevant managers must read this form and complete the information below before final approval can be given by the Principal.**

<b>Communications officer</b>  <b>I approve the aims and content of the proposed site and the use of the school brand and logo.</b>	Name:	
	Signature:	
	Date:	
<b>Principal</b>  <b>I approve the aims and content of the proposed site and the use of the school brand and logo.</b>	Name:	
	Signature:	
	Date:	

## Appendix D: Social Media Consent Form

This consent form provides information pertaining to how SCHOOL NAME wishes to use personal data on social media, details the terms under which the school will use this data and requests consent for the school to use your personal data on social media.

<b>Name of parent:</b>	
<b>Name of pupil:</b>	
<b>Year group:</b>	

### Why do we need your consent?

The school requests the consent of parents on an annual basis to use images and videos of their child for a variety of different purposes.

Without your consent, the school will not use images, videos, names or other forms of personal data of your child on social media. Similarly, if there are only certain conditions under which you would like images and videos of your child to be used, the school will abide by the conditions you outline in this form.

### Why will we be using personal data on social media?

The school wants to use certain types of data on social media to promote the positive and inclusive ethos of the school – we aim to celebrate our pupils' and school's achievements and social media allows us to do this.

Where the school uses images of individual pupils, the name of the pupil **will not** be disclosed. Where an individual pupil is named in a written publication, a photograph of the pupil **will not** be used to accompany the text.

If, for example, a pupil has won an award and their parent would like their name to be published alongside their image, **separate consent** will be obtained prior to this.

With your consent, the school may use personal data on social media, the school/Trust website, in school and Trust prospectuses and other printed publications, such as a newsletter.

### Who will be able to see the data once it's on social media?

The school's privacy settings only allow people who have been accepted to view the content on our social media platforms; additionally, where it is possible, the school's settings do not allow for further sharing. Please note, this sharing restriction may not be possible on all social media platforms, meaning that, if the content has been posted and is subsequently shared, more people will be able to view that piece of content.

### What are the conditions of use?

- This consent form is valid for the current academic year

- It is the responsibility of parents to inform the school, in writing, if consent needs to be withdrawn or amended
- The school will not use the personal details or full names of any pupil in an image or video on social media
- The school will not include personal emails, postal addresses, or telephone or fax numbers on images or videos on social media
- The school may use pictures of pupils and teachers that have been drawn by pupils
- The school may post pictures of work created by pupils on social media
- The school may use group or class images or videos with general labels, e.g. 'sports day'
- The school will only use images and videos of pupils who are suitably dressed, i.e. it would not be suitable to display an image of a pupil in swimwear
- The school will not post any sensitive data, such as details of SEND, without express and additional consent, and will then still anonymise the posts

### Providing your consent

Please read the following conditions thoroughly and provide your consent as appropriate by ticking either 'Yes' or 'No' for each criterion.

The school will **only** post personal data on social media for the conditions that you provide consent for.

I provide consent to:	Yes	No
Using images of my child on the school's social media accounts.		
Using videos of my child on the school's social media accounts.		
Using images of my child on social media, including the following: <ul style="list-style-type: none"> <li>• Twitter</li> <li>• Facebook</li> <li>• Instagram</li> </ul>		
Using videos of my child on social media, including the following: <ul style="list-style-type: none"> <li>• Twitter</li> <li>• Facebook</li> <li>Instagram</li> </ul>		
Using my child's first name on social media		
Using my child's age on social media		

## Refreshing your consent

This form is valid for the whole academic year, it will be updated on an annual basis. Parents are required to fill in a new form for their child every academic year.

Consent will also be refreshed where any changes to circumstances occur – this can include, but is not limited to, the following:

- New requirements for consent, e.g. an additional social media account will be used to share pupil images and videos
- Changes to a pupil's circumstances, e.g. safeguarding requirements mean a pupil's image cannot be used
- Changes to parental consent, e.g. amending the provisions for which consent has been provided for

Where you would like to amend the provisions for which consent has been provided, you must submit your request in writing to the Trust's Data Protection Officer (DPO). A new form will be supplied to you to amend your consent accordingly and provide a signature.

## Withdrawing your consent

Parents have the right to withdraw their consent at any time. Withdrawing your consent will not affect the legality of processing personal data that was shared prior to withdrawal; however, the school and the Trust will make every effort to remove posts about the pupil where possible, e.g. images of the pupil on social media will be removed.

If you would like to withdraw your consent, you must submit your request in writing to the DPO.

## Declaration

I, \_\_\_\_\_ (name of parent), understand:

- Why my consent is required
- The reasons why [name of school](#) uses my child my child's personal data on social media
- Who will be able to view my child's personal data once posted
- The conditions under which the school uses personal data of my child on social media
- I have provided my consent above as appropriate, and the school will act in accordance with my requirements
- Consent is refreshed on an annual basis and I must re-provide consent in subsequent academic years
- I will be required to re-provide consent where any circumstances change
- I can amend or withdraw my consent at any time and must do so in writing to the DPO

Name of parent: \_\_\_\_\_

Signature: \_\_\_\_\_

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

If you have any questions regarding this form, please do not hesitate to contact the DPO **CONTACT DETAILS TO BE ADDED**