ST.ANNE'S COPP CHURCH OF ENGLAND PRIMARY SCHOOL, GREAT ECCLESTON

SOCIAL MEDIA & DIGITAL COMMUNICATIONS POLICY



"Let us love, not in word, but in truth and action." (1 John 3:18)

Approved by GB: November 2026
Next review due: November 2027

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In building solid foundations for every unique individual and putting God's love at the centre of all we do, our children learn to embrace our diverse world. We encourage our children to learn universally in order to understand our heritage and roots as a village, town, region and nation. Through strong community links, our children grow in compassion and understanding, promote justice and possess commitment and aspire to make a positive difference. We offer an ambitious curriculum that ignites curiosity along with high personal expectations that fosters resilience and which enables them to flourish. Our children are easily distinguished by the courage they show when making brave choices and understand the importance of becoming the very best versions of themselves.

Introduction

his policy should be read alongside the school Safeguarding and Child Protection Policy and is informed by Keeping Children Safe in Education (KCSIE), Working Together to Safeguard Children, DfE Teaching Online Safety in Schools guidance and DfE Filtering and Monitoring Standards.

This policy applies to all members of the school community (including staff, pupils, parents/carers, visitors and school community users).

Research has proven that use of technology brings enormous benefits to learning and teaching. However, as with many developments in the modern age, it also brings an element of risk. Whilst it is unrealistic to eliminate all risks associated with technology, the implementation of an effective online safety Policy will help children to develop the skills and confidence to manage potential risks and considerably reduce their impact.

Our online safety Policy, as part of the wider safeguarding agenda, outlines how we will ensure our school community are prepared to deal with the safety challenges that the use of technology brings.

Security and data management

Data is kept securely at St. Anne's Copp CE Primary School , Great Eccleston and all staff are informed as to what they can/cannot do with regard to data.

- All staff computer areas are password protected
- Staff use memory sticks but these must be kept in a secure place at all times
- Paper based documents must be shredded
- Data must not be passed on to individuals outside of school unless parents have given permission
- Our school staff have had GPDR training and follow GPDR within school

Use of mobile devices

The use of mobile phones and personal devices is governed by the school's Mobile Phone Policy. All staff, pupils and visitors are expected to follow that policy.

Use of digital media

Children and staff are aware of the issues surrounding the use of digital media online. All members of our school understand these issues and need to follow the school's guidance below.

Parents are asked to give consent for their child to be videoed/photographed when their child starts at St. Anne's Copp CE Primary School , Great Eccleston. All staff are made aware of which children can be photographed/videoed and whether or not their pictures can be used on the website, in the newspaper etc. All photos/videos are stored on the school network which is secure.

The use, storage, publication and retention of photographs and videos will be managed in accordance with data protection legislation, safeguarding requirements and the school's Data Protection and Online Safety policies.

Communication technologies

Email:

All staff have a school email address, which is part of the Lancashire Grid for Learning Service on Office Portal 365.

Only official email addresses will be used to contact staff/parents.

The Lancashire Grid for Learning filtering service should reduce the amount of SPAM (Junk Mail) received on school email accounts. Any incidents of SPAM should be marked as junk and reported to the Westfield Centre.

All users are aware of the risks of accessing content including SPAM, unsuitable materials and viruses from external email accounts, e.g. Hotmail or Gmail, in school.

All users are aware that email is covered by UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and the Freedom of Information Act 2000, , meaning that safe practice should be followed in respect of record keeping and security.

All users are aware that all email communications may be monitored at any time in accordance with the Acceptable Use Policy.

All users must immediately report any email that makes them feel uncomfortable, is offensive, threatening or bullying in nature.

Social Networks:

As a school we make it clear to pupils and parents that social networking sites are not appropriate for primary aged children.

Staff should not post content which could bring the school into disrepute or undermine confidence in their professional role.

Social Networking sites allow users to be part of a virtual community. Current popular examples of these are Facebook and Twitter (X). These sites provide users with simple tools to create a profile or page including basic information about the user, photographs, and possibly a blog or comments published by the user. As a user on a Social Network site, you may have access to view other users' content, send messages and leave comments.

NB: Many Social Networking sites have age restrictions for membership e.g. Facebook minimum age is 13 years old.

All staff need to be aware of the following points:

- They must not give personal contact details to pupils or parents/carers including mobile telephone numbers, details of any blogs or personal websites.

- Adults must not communicate with pupils using any digital technology where the content of the communication maybe considered inappropriate or misinterpreted.
- If a Social Network site is used, details must not be shared with pupils and privacy settings be set at maximum.
- Pupils and ex pupils must not be added as "friends" on any Social Network site.
- Remember; whatever means of communication you use you should always conduct yourself in a professional manner. If content is made available on the web it is available for everyone to see and remains there forever.
- Staff who use social networking sites outside of school are reminded regularly about school confidentiality.
- Staff must not identify themselves online as speaking on behalf of the school unless authorised to do so.
- Concerns regarding online conduct may be treated as disciplinary matters and managed in accordance with the Staff Code of Conduct and disciplinary procedures.

Use of AI

Artificial Intelligence (AI) may be used at St. Anne's Copp CE Primary School, Great Eccleston only when it demonstrably supports teaching, learning or administration while upholding pupil safety, privacy and equality. Staff must supervise all AI tools, ensuring they are age-appropriate, free from harmful content and do not require pupils to share personal data beyond first names. AI must complement—not replace—professional judgement; any AI-generated output used for assessment, feedback or communication must be checked for accuracy, bias and suitability before sharing with pupils or parents. No pupil accounts may be created on external platforms without written parental consent and a data-protection impact assessment. The school will log and review AI use termly, provide staff training, and disable or remove any tool that contravenes safeguarding, UK GDPR or our Acceptable Use and Online Safety policies.

Staff must not enter confidential, sensitive or personally identifiable pupil, staff or family information into public AI systems unless approved through the school's data protection procedures.

Any use of AI-generated content in reports, assessments, communications or educational resources remains the responsibility of the member of staff who uses it.

Websites and other online publications

The school website is maintained by staff at St. Anne's Copp CE Primary School , Great Eccleston and is used to communicate information with current parents and prospective parents. Website information is overseen by the Computing subject leader and head teacher.

Interactive Sites:

The school uses safe interactive sites such as Times Table Rockstars as an aid to learning. Such sites are monitored by a designated member of staff to ensure that they are school based.

Dealing with incidents

Any suspected illegal material or activity must be brought to the immediate attention of the Headteacher who must refer this to external authorities, e.g. Police, CEOP, Internet Watch Foundation (IWF) www.iwf.org.uk .There should be NO personal investigation, interference or sharing of evidence as this may mean that an illegal offence has been committed.

Examples of illegal offences are:

- accessing child sexual abuse images;
- accessing non-photographic child sexual abuse images;

- accessing criminally obscene adult content;
- incitement to racial hatred;

More details regarding these categories can be found on the IWF website http://www.iwf.org.uk.

Any suspected data breach, phishing attempt, cyber attack, malware infection or compromise of school systems must be reported immediately to the Headteacher and relevant IT support provider.

Inappropriate use

Examples of inappropriate use include:

Usage	Action
Accidental access to inappropriate materials.	Minimise the webpage/turn the monitor off. Child tell an adult. Adult report to LGfL if necessary.
Persistent "accidental" offenders (child)	Discussion with pupil. Monitoring of ICT use. Disciplinary action if necessary.
Persistent "accidental" offenders (adult) Using other people's logins and passwords maliciously (adult) Bringing inappropriate electronic files from home. Using chats and forums in an inappropriate way.	Online safety training Revision of APU regulations Disciplinary action
Using other people's logins and passwords maliciously. Deliberate searching for inappropriate materials.	Computing Lead to investigate Enter details into the Behaviour Log. Online safety training for child/class/whole school. Revision of APU regulations

More serious or persistent offences may result in further disciplinary action in line with Behaviour Policy and parents/carers may be involved.

Parents and carers are expected to use social networking and digital communications responsibly. Concerns regarding school matters should be raised through school procedures rather than via public social media platforms. Content that is defamatory, abusive, threatening or breaches the privacy of children, families or staff may be referred to appropriate agencies.

Incidents should be reported to the Computing Lead in the first incidence. These may then be referred to the Headteacher/DSL if child protection is compromised.

Regular training will take place for staff by the Computing Lead so that all staff are aware what procedures are in place, how they deal with incidents and how these are logged.

Infrastructure and technology

As a school we subscribe to the Lancashire Grid for Learning/CLEO Broadband Service and internet content filtering is provided by default. The filtering and monitoring service offers a high level of protection but occasionally unsuitable content may get past the filter service. School alert Westfield immediately if there are any immediate concerns.

Sophos Anti-Virus software is included in the school's subscription, and has been installed on all computers in school and they are configured to receive regular updates. Children and staff are trained in what to do if they come across inappropriate content (see table above).

Further information can be found at www.lancsngfl.ac.uk/esafety

Filtering and Monitoring

The school implements filtering and monitoring systems in line with DfE Filtering and Monitoring Standards. Governors receive assurance that filtering and monitoring arrangements are effective and proportionate. The Designated Safeguarding Lead and technical staff work together to respond to alerts and online safety concerns.

Pupil Access:

Children are only allowed to access the internet when they are with a member of St. Anne's Copp CE Primary School , Great Eccleston staff.

Passwords:

All staff members who have access to the school network have a secure username and password which they do not share with anyone else.

The administrator password is known by the IT manager, the Headteacher and the IT Technician.

Software/hardware:

When purchasing software we always aim to buy site licences.
The licences are held by the school.
Software is installed by the IT Technician or the Computing Lead where appropriate.
Obsolete and out of date equipment and software is disposed of responsibly.

Managing the network and technical support:

The school is hardwired.
There are also wireless points for use with laptops and iPads.
The safety and management of the school network is dealt with by the IT technician.

Filtering and virus protection:

St. Anne's Copp CE Primary School , Great Eccleston uses the LGFL filtering service.

Education and Training

Education and training are essential components of effective online safety provision. Equipping individuals, particularly pupils, with the appropriate skills and abilities to recognise the risks and how to deal with them is fundamental. Online safety guidance must be embedded within the curriculum and advantage taken of new opportunities to promote online safety.

Safety across the curriculum and communication:

- Online safety is mentioned regularly in general lessons and each year group has dedicated safety lessons (see Online Safety Policy).
- We teach online safety once every half term across school.
- Regular online safety updates are passed to staff.
- We also inform our parents about local safety events.
- Reminders are sent home about online safety in newsletters.
- Regular online safety updates are passed to staff.
- Governors also receive updates on online safety and awareness.

This policy will be reviewed each year and also in the light of new developments in technology and guidance from Lancashire ICT Services.

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