



**SCHOOL POLICY**

**Acceptable Use and Social Media Policy - Parent**

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## Aims

Woodford County High School is committed to using innovative and effective educational technology to enhance communication, teaching, and learning. We recognise that all pupils will require strong digital skills and confidence as they move into further education and the world of work. By embedding purposeful technology across the curriculum, we aim to inspire our students, support high quality learning experiences, and enable every pupil to achieve individual excellence.

We maintain a robust and secure school IT network and take all reasonable steps to safeguard pupils when they are online. To help us uphold these standards, it is essential that pupils follow the school's expectations for responsible technology use and report any concerns or misuse to a member of staff immediately.

Parents and carers also play a vital role in supporting their child's safe and responsible use of technology beyond the school environment. We encourage families to reinforce good digital citizenship at home, including responsible online behaviour, respectful communication, and awareness of online privacy and safety.

Our suite of Acceptable Use and Social Media Policies — for students, parents, and staff — sets out clear expectations designed to ensure safe, responsible, and positive use of ICT across the school community. These policies help protect all users and promote a culture of sensible, respectful, and ethical online behaviour.

Please read the policy carefully and sign at the bottom to confirm your agreement with these terms.

## Statutory Requirements

UK data protection legislation  
 Malicious Communications Act  
 Computer Misuse Act 1990  
 Communications Act 2003  
 Sexual Offences Act 2003  
 Keeping Children Safe in Education (KCSIE) – statutory guidance

## Summary of Undertaking

I understand and accept that the school cannot be held responsible for the nature and content of materials accessed through the internet and mobile technologies, but the school takes every reasonable precaution to keep students safe and to prevent students from accessing inappropriate materials. All staff and students receive online safety training. Parental online Safety information is made available to me via the school's Weekly Bulletin, the school's website, and parent online safety evenings.

I understand that everything my daughter does on the computers in school is monitored and logged and if a teacher is concerned about my child's online safety or her online behaviour I will be contacted.

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I will promote positive online safety and model safe, responsible and positive behaviours in my own use of technology, including on social media: not sharing other’s images or details without permission and refraining from posting negative, threatening or violent comments about others, including the school staff, volunteers, governors, contractors, pupils or other parents/carers.

I understand that the impact of social media use is often felt strongly in schools, which is why schools expect certain behaviours from pupils when using social media. I will support the school’s policy and not encourage my child to join any platform where they are below the minimum age.

**The Use of Digital Images, Video & Video Conferencing**

To comply with the UK data protection legislation, we need your permission before we can photograph or make recordings of your daughter.

We also require your permission for your daughter to take part in video conferencing. The school has a Video Conferencing System which enables us when required to link up with other schools and organisations worldwide. Students are able to see and talk to people via the camera.

**We follow these rules for any external use of digital images:**

- If the student is named in full, we avoid using their photograph unless special permission is given
- If their photograph is used, we avoid naming the student in full unless special permission is given
- Where showcasing examples of pupils’ work, we only use their first names, rather than their full names
- If showcasing digital video work to an external audience, we take care to ensure that students are not referred to by name on the video, and that student’s full names are not given in credits at the end of the film
- Only images of students in suitable dress are used
- Staff are not allowed to take photographs or videos on their personal equipment unless they have explicit permission to do so by the Head Teacher
- Students are not allowed to take photographs or videos on their personal equipment unless they have explicit permission to do so by their teacher (if personal equipment is used in school, it must be covered by your own insurance policy, (see ICT Bring your own device (BYOD) policy). Students are not permitted to upload this content to social media sites.

**Examples of how digital photography and video may be used at school include:**

- Your daughter may be photographed (by her teacher or a fellow student) as part of a learning activity.
- Your daughter’s image may be used for presentation purposes around the school e.g., in class or wider school wall displays, digital signage, PowerPoint presentation, etc.

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- Your daughter’s image being used in a presentation about the school and its work in order to share its good practice and celebrate its achievements, which is shown to other parents, schools or educators, e.g. within our school prospectus, on our school website, digital signage etc. On rare occasions, your daughter’s picture could appear in the media if a newspaper photographer or television film crew attends an event.
- Note: If we want your daughter’s image linked to their name we would contact you separately for permission, e.g., if your daughter won a national competition and wanted to be named in local or government literature.
- Your daughter’s image (in years 12 & 13 only) will be used for her school ID badge

**Examples of how Video Conferencing may be used at school include:**

- Staff may use video conferencing to enhance the curriculum by providing learning and teaching activities that allow pupils to link up with people in other locations and see and hear each other.
- All video conferencing activity is supervised by a suitable member of staff. Pupils do not operate video conferencing equipment, answer calls or set up meetings without permission from the supervising member of staff.
- Video conferencing equipment is switched off and secured when not in use
- All participants are made aware if a video conference is to be recorded. Permission will be sought if the material is to be published.

## The Use of Social Networking and On-Line Media

Woodford County High school asks its whole community to promote the 3 commons approach to online behaviour:

- **Common courtesy**
- **Common decency**
- **Common sense**

### ***How do we show common courtesy online?***

- We ask someone’s permission before uploading photographs, videos or any other information about them online
- We do not write or upload ‘off-hand’, hurtful, rude or derogatory comments and materials. To do so is disrespectful and may upset, distress, bully or harass

### ***How do we show common decency online?***

- We do not post comments that can be considered as being intimidating, racist, sexist, homophobic or defamatory. This is cyberbullying and may be harassment or libel
- When such comments exist online, we do not forward such emails, tweets, videos, etc. By creating or forwarding such materials we are all liable under the law

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#### ***How do we show common sense online?***

- We think before we click
- We think before we upload comments, photographs and videos
- We think before we download or forward any materials
- We think carefully about what information we share with others on-line, and we check where it is saved and check our privacy settings
- We make sure we understand changes in use of any web sites we use
- We block harassing communications and report any abuse

#### **Use of Artificial intelligence (AI)**

- I understand that I am responsible for supporting my child's appropriate and ethical use of AI technologies in compliance with school policy.
- I will actively monitor my child's digital activities, providing guidance on content, interactions, and screen time.
- I will stay vigilant about privacy settings, ensuring secure AI platform use, and educate my child about responsible interactions with AI technologies.
- I will help my child understand the potential risks associated with AI, such as biased or inaccurate information and unintended sharing of personal data. I'll encourage them to think critically, identify reliable sources, and recognise inappropriate or unreliable content.
- I will talk to my child about the importance of not sharing personal information, sensitive data, or school-related content with AI platforms that may store or analyse this information. I'll remind them to treat input into AI tools as public and to avoid entering any personal or sensitive data.
- I will discuss with my child the importance of ethical AI use, including honesty, originality in their work, and respect for copyright and intellectual property.

#### **Remote Learning and using Microsoft Teams**

In the event that the school needs to move to remote learning

Students are expected:

- Not to attempt to call, chat or set up private groups with other pupils on Microsoft Teams.
- Not to attempt to start or record a meeting or lesson.
- To understand that the recording of still images, filmed images or audio of staff or other pupils without permission, and the distribution of such images, is strictly forbidden.
- To blur their background (if this facility is available) when participating in a lesson which involves switching on their camera.
- To leave themselves muted during an audio lesson and use the hand up feature to indicate that they have a question or use the chat feature. They should only unmute themselves when directed to by their teacher
- To think carefully about what is acceptable language with regards to what they say, type or post when using Microsoft Teams. This includes the use of emoji's and images.

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- To understand that their behaviour when working as part of an online lesson should be as expected in normal classroom learning: quietly attentive; prepared to ask and answer academic questions; attempt learning tasks in good faith, whatever the challenge; engage respectfully with others when collaborating.
- To hang up at the end of the lesson once instructed to do so. The teacher is responsible for ensuring the meeting is closed.
- Not to attempt to re-join an audio chat once it has ended. The teacher will be notified if this is attempted.
- To attend live blended learning lessons (if well and able to do so) when isolating at home.

## Parental Responsibility

I understand that as parents, we have a key role to play in creating a safe ICT learning environment and culture, through promoting internet safety, at home and hence reinforcing the messages taught in school. We acknowledge that there may be additional equipment found in the home, not normally associated with school use (for example, games consoles) that offer internet connectivity, therefore we also need to be aware of the potential hazards related to these items.

I understand that I should talk to my child about the dangers and consequences of social media (and mobile phone apps) and set guidelines and rules to keep them safe.

I understand that as a parent we may not understand everything about my child's online social life. But recognising it's important to them makes them feel valued and are more likely to come to me when they encounter problems.

## Sanctions

Any actions online that impact on the school and can potentially lower the school's (or someone in the school's) reputation or are deemed as being inappropriate will be dealt with promptly.

In the event that any member of staff, Governor, student or parent is found to be posting libellous or defamatory comments on Facebook or other social network sites, they will be reported to the appropriate 'report abuse' section of the network site.

(All social network sites have clear rules about the content which can be posted on the site and they provide robust mechanisms to report content or activity which breaches this.)

**In serious cases we will also consider legal action to deal with any such misuse.**

## Review

The policy will also be reconsidered where particular concerns are raised, where an e-safety incident has been recorded or to incorporate issues raised by emerging technologies.

*This policy will be monitored regularly with a full review being carried out annually by the Governing Body.*

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## Useful websites

CEOP (Child Exploitation and Online Protection Centre)  
<http://www.ceop.police.uk/>

The Parents' and Carers' Guide to the Internet  
<https://www.thinkuknow.co.uk/parents>

BBC OWN IT  
<https://www.bbc.com/ownit>

Safer Internet  
<http://www.saferinternetday.org/web/guest>

Bullying online  
<http://www.bullying.co.uk/advice/parents-advice>

Student report a concern to a school mentor  
<https://woodford.tootoot.co.uk>

## Acceptable Use & Social Media Agreement Form: Parents

**Internet and ICT:** During their time at Woodford County High School pupils will have access to ICT equipment giving them access to:

- ✓ the Internet at school
- ✓ a school email account for use at school and at home
- ✓ Office 365 for use at school and at home
- ✓ Satchel One
- ✓ access to online subscription-based learning resources (i.e. GCSEPOD, My Maths, Kerboodle etc.)
- ✓ ICT facilities, equipment, and digital technology, e.g. Desktop/laptop computers (including Raspberry Pi), mobile devices (i.e. tablets, programmable microprocessors, etc.) digital cameras, video cameras, scanners, gaming devices etc.
- ✓ New Technologies introduced via the schools Innovation lab (ie Robots, virtual reality headsets Drones, etc).

**Use of digital images, photography, video & Video Conferencing:** I understand the school has a clear policy on "The Use of Digital Images Videos & video Conferencing" (see P1-3 of this policy) and I support this.

I understand that the school may, if necessary, use photographs of my daughter or include them in video material to support learning activities.

I accept that the school may use photographs or videos that include my daughter in publicity that reasonably promotes the work of the school, and for no other purpose.



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I will not take and then share online, or otherwise make available into the public domain, photographs or videos of other students (or staff) at school events without explicit permission.

**Social networking and on-line media:** I understand that the school has a clear policy on “The Use of Social Networking and On-Line Media” (see P3&4 of this policy) and I support this.

I understand that the school takes any inappropriate behaviour seriously and will respond to observed or reported inappropriate or unsafe behaviour.

I will support the school by promoting safe use of the internet and digital technology at home hence reinforcing the messages taught in school.

I will help my daughter understand how to report or block things that are not appropriate or makes her feel unsafe and discuss with her the sort of information that needs to be keep private online.

I will help my daughter to understand that they shouldn't feel the need to be available all the time on social media. It's okay to take a break, and that they don't need to take part in every conversation.

I will inform the school if I have any concerns over my daughter's online Safety.

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**Parent’s/Guardian’s acknowledgement:**

I agree to support and uphold the principles of this policy in relation to my child and their use of the Internet, at home and at school.

I have read and understood the school rules for responsible Internet use and give permission for my daughter to access the Internet. I understand that the school will take all reasonable precautions to ensure that pupils cannot access inappropriate materials. I understand that the school cannot be held responsible for the nature or content of materials accessed through the Internet. I understand that the school is not liable for any damages arising from the use of Internet facilities

I agree to uphold the principles of this policy in relation to my own use of the Internet, when that use is related to the school, employees of the school and other students at the school.

**Parent’s Consent for digital images, photography, video & Video Conferencing**

I agree that, if selected, my daughter’s work may be published on the school Web site and/or school prospectus. I also understand when specific additional permission is given that photographs and or video that include my daughter will be published **only** if they comply with the school rules that photographs will not clearly identify individuals and that full names will not be used.

I give permission for my daughter to take part in secure internet-based Video conferencing when required to enhance teaching and learning.

Name of Pupil: \_\_\_\_\_ Form \_\_\_\_\_

Parent name: \_\_\_\_\_

Parent’s/Guardian’s signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_