The Prince of Wales School — Dorchester

...where we are all inspired to learn

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Social Media Questionnaire - March 2018 (Response - April 2018)
Wednesday 18th April 2018

Dear Parents and Carers,

Thank you to everyone who completed our '**Social Media Questionnaire - March 2018',** in total, we had **45 responses**.

As a reminder, we use social media (Facebook, Twitter and YouTube) to connect, promote and engage with parents, carers and partner organisations. We also use the tools to promote safe and responsible use to our children as part of a rigorous E-Safety Curriculum.

As a school, we have an extensive E-Safety Policy. This policy promotes the safe and responsible use of Social Media. The policy is now available to view on our school website, under 'Information > Policy Documents'.

Any parents and carers who do not wish their child's image to be used on social media has the right to withdraw their permission in line with our AUP (Acceptable Usage Policy). A copy of the AUP is also now available to view on our school website, under 'Information > Policy Documents'.

Very soon, we shall be renewing this consent in line with GDPR (General Data Protection Regulation). This will involve The Prince of Wales School publishing new 'Privacy Notices' to parents/carers and staff as well as a new consent form. More information about this will be shared in due course.

In addition to the above, we are currently working towards a nationally accredited 'Social School' Award which seeks to promote safe and responsible use of social media and we hope to continue to refine our practice as part of this process.

Below, I include a 'Summary Of Quantitative Responses' (for quick reading) as well as 'Detailed Responses and my Headteacher's Response with ACTIONS IN RED. At the end of this document, I also include an Appendix of questions (and Headteacher responses) raised by parents and carers in relation to the use of social media.

As a result of this whole process, we will be taking the following actions -

ACTION - Restructure Website - To ensure that the website becomes the main content hub. It should be the ''feeder'' of Facebook, not the other way around.	**WHEN - August 2018**
ACTION - Redesign Consent Form - As above in yellow.	**WHEN - May 2018**
ACTION - Ensure detailed trip information is not shared via Class Blogs or Social Media ahead of trips and visits.	**WHEN - April 2018**
ACTION -We will be more vigilant about items in the background of images.	**WHEN - April 2018**

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TOTAL NUMBER OF RESPONSES = 45

3) YOUR CHILD(REN)'S YEAR GROUP(S) -

PRE-SCHOOL Y1	PRE-SCHOOL Y2	RECEPTION	YEAR 1	YEAR 2	YEAR 3	YEAR 4
7	5	9	7	11	10	12

N.B - Responses completed on behalf of a family, therefore many had ticks for children in different year groups.

4) DO YOU THINK THAT PRESENT USE OF DIGITAL/VIDEO IMAGES BY THE PRINCE OF WALES SCHOOL AND THE PRINCE OF WALES PRE-SCHOOL ON SOCIAL MEDIA IS REASONABLE -

No - Very Unreasonable	No - Unreasonable	Unsure	Yes - Reasonable	Yes - Very Reasonable
0	3 (6.6%)	7 (15.5%)	20 (44.4%)	15 (33.3%)

5) WOULD YOU PREFER THAT THE PRINCE OF WALES SCHOOL AND THE PRINCE OF WALES PRE-SCHOOL REDUCE THE NUMBER OF POSTS ON SOCIAL MEDIA CONTAINING IMAGES OF CHILDREN FOR WHICH THEY HAVE THE PERMISSION FROM PARENTS AND CARERS TO POST?

YES	NO	No Answer Provided
8 (17.7%)	35 (77.7%)	2 (4.4%)

6) WOULD YOU PREFER THAT THE PRINCE OF WALES SCHOOL AND THE PRINCE OF WALES PRE-SCHOOL PLACE THE MAJORITY OF THEIR IMAGES/VIDEOS OF CHILDREN ON THE SCHOOL WEBSITE (I.E CLASS GALLERY) RATHER THAN ON SOCIAL MEDIA?

N.B - BOTH THE SCHOOL WEBSITE AND SOCIAL MEDIA ARE FULLY ACCESSIBLE TO THE PUBLIC

YES	NO	No Answer Provided
11 (24.4%)	28 (62.2%)	6 (13.3%)

7) ARE YOU HAPPY THAT THE PRINCE OF WALES SCHOOL AND THE PRINCE OF WALES PRE-SCHOOL CONTINUE TO POST CLASSROOM BLOGS TO FACEBOOK AND TWITTER?

YES	NO	No Answer Provided
34 (75.5%)	8 (17.7%)	3 (6.6%)

9) WOULD YOU PREFER THAT THE PRINCE OF WALES SCHOOL AND THE PRINCE OF WALES PRE-SCHOOL HAD 'CLOSED' FACEBOOK/TWITTER SERVICES?

N.B - IF ANSWERING YES, WE WOULD WELCOME YOUR SUGGESTIONS ON HOW WE WOULD MANAGE REQUEST (PROOF IDENTITY OF FOLLOWERS) USING THE 'EXPLAIN YOUR ANSWER' BOX.

YES	NO	No Answer Provided
15 (33.3%)	25 (55.5%)	5 (11.1%)

Social Media Questionnaire - March 2018 (Response - April 2018)

DETAILED RESPONSES AND HEADTEACHER'S RESPONSE (ACTIONS IN RED) -

TOTAL NUMBER OF RESPONSES = 45

3) YOUR CHILD(REN)'S YEAR GROUP(S) -

PRE-SCHOOL Y1	PRE-SCHOOL Y2	RECEPTION	YEAR 1	YEAR 2	YEAR 3	YEAR 4
7	5	9	7	11	10	12

N.B - Responses completed on behalf of a family, therefore many had ticks for children in different year groups.

4) DO YOU THINK THAT PRESENT USE OF DIGITAL/VIDEO IMAGES BY THE PRINCE OF WALES SCHOOL AND THE PRINCE OF WALES PRE-SCHOOL ON SOCIAL MEDIA IS REASONABLE -

No - Very Unreasonable	No - Unreasonable	Unsure	Yes - Reasonable	Yes - Very Reasonable
0	3 (6.6%)	7 (15.5%)	20 (44.4%)	15 (33.3%)

PLEASE USE THE BOX BELOW TO EXPLAIN YOUR ANSWER -

YOU SAID	HEADTEACHER'S RESPONSE
I am happy to see the updates on Facebook as it is a great way for me to keep up to date with what is happening in the school. However, I will not share the videos (however awesome they may be!) because I don't want to advertise what school my daughter goes to.	**Thank you for your response.**
Have only been following the Facebook page for the last month or so promoted by the snow and the very useful updates about opening. Happy with what we've seen so far subject to our comment in Q.8.	**Thank you for your response.**
The use of digital content is reasonable and it helps to bring school to life through people. However, I think the website should remain the priority and the main content hub. It should be the ''feeder'' of Facebook, not the other way around. By sharing in Facebook, the aim should be to drive people back to the school's website.	**Thank you for your response.** **We agree, our website should be the main content hub. This is limited by the current website structure which does need to be reviewed in due course.** **ACTION - Restructure Website** **WHEN - August 2018**
We enjoy the newsfeed, updates, reminders and photographs. It has made us feel very included in the school as it enables us to have an awareness / understanding of activities being carried out in the school day.	**Thank you for your response.**

Social Media Questionnaire - March 2018 (Response - April 2018)

YOU SAID	HEADTEACHER'S RESPONSE
As a regular user of Facebook I find the updates, reminders and class blogs that are posted on there very useful. I don't often go to the school website to access these.	**Thank you for your response.**
When I signed the agreement I had in mind occasional picture of the children in group situations where they are not easily identifiable, such as group activities photographed from a distance. I have been slightly surprised by the amount of pictures posted and how 'close up' many of them are. I think that the permission form needs to be re-designed with more options available. E.g. I give permission for photos to be shared in a closed group / in a public groups / on the website only / if the face is not identifiable, etc.	**Thank you for your response.** **A new consent form will include more options broadly in line with those you have suggested.** **ACTION - Redesign Consent Form** **WHEN - May 2018**
I do enjoy seeing photos of my child on the school website, seeing what she is doing at school, etc. But, I have concerns over the extent this is done. I would prefer that photo are only placed on the school website to reduce the number of people unconnected with the school seeing them. And there shouldn't be too many - my child is unable to give consent, yet may find there are lots of, what may in the future be quite embarrassing photo in eye (dodgy haircuts as a child?!?) publically available and also give away information about her (such as where she went to school) which will probably be increasingly easy to locate with facial recognition, etc.	**Thank you for your response.** **Any parents and carers who do not wish their child's image to be used on social media has the right to withdraw their permission in line with our AUP (Acceptable Usage Policy). A copy of the AUP is now available to view on our school website, under 'Information > Policy Documents'.** **As a parent and therefore legal guardian, you provide consent to the school for images to be taken (or not) of your child. This will not change (for children at First School) under the new GDPR legislation.**
Although we gave consent for POWFS to process images/videos of our child, we did not imagine that so many images would be posted on social media (particularly in a classroom setting). Ultimately, the child has not given their consent and is not aware when the photographs are being taken and in particular how many people might view these images (sometimes over 1000 views, particularly if the image is posted on Twitter). We would welcome a re-think of POWFS social media policy. Other schools adopt a more cautious approach.	**Thank you for your response.** **We hope you feel this process has demonstrated our commitment to review and refine our practice.** **As above, any parents and carers who do not wish their child's image to be used on social media has the right to withdraw their permission in line with our AUP (Acceptable Usage Policy). A copy of the AUP is now available to view on our school website, under 'Information > Policy Documents'.** **As a parent and therefore legal guardian, you provide consent to the school for images to be taken (or not) of your child. This will not change (for children at First School) under the new GDPR legislation.**

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YOU SAID	HEADTEACHER'S RESPONSE
I am happy for images such as winning an award (no surnames) to be used but not images where my child is unaware of being photographed or films of my child's normal classroom routine. I don't mind this on the school website but don't want it on Facebook or Twitter.	**Thank you for your response.** **A new consent form will include more options broadly in line with those you have suggested.**
My concern is that full consideration has not been given to how data is processed and used, and how photographs of children even with only first names are identified and tagged and ad to collective information about families with children, name and school which could be shared/used irresponsibly by others who obtain this information.	**Thank you for your response.** **We can assure you that full consideration is given to how data is processed and used. The risk is minimised by our E-Safety Policy and is supported by a robust and detailed E-Safety Curriculum that is taught through ICT and PSHE lessons as well as class and whole-school assemblies. The risk can never be fully removed, however, we believe appropriate measures have been put in place.** **If you still have concerns, parents and carers who do not wish their child's image to be used on social media have the right to withdraw their permission in line with our AUP (Acceptable Usage Policy). A copy of the AUP is now available to view on our school website, under 'Information > Policy Documents'.**
I don't follow all social media so can't say. It seems we are very much in the public domain and I don't know why this is. If it is linked to funding or opportunities that's fine but otherwise, I think my child is safer when the general public don't know who he is, what he's doing, who is friends are and where he is at any given time.	**Thank you for your response.** **We do use social media (Facebook, Twitter and YouTube) to connect, promote and engage with parents, carers and partner organisations. We have no doubt that this provides opportunities to our children.** **We also use the tools to promote safe and responsible use to our children as part of a rigorous E-Safety Curriculum.** **We take care not to identify individuals through our posts and will always avoid using Surnames unless specific permission has been previously sought (our recent regional competition winner in Year 1 is a good example of this).**
I like to see/hear about what my son has been doing at school, and I think that it promotes a more community feel/atmosphere within the school as parents are all viewing/commenting, and talking about it in the playground.	**Thank you for your response.**

Social Media Questionnaire - March 2018 (Response - April 2018)

YOU SAID	HEADTEACHER'S RESPONSE
I have no objection to POW having a social media platform, but I think access to the Facebook site should be secure and authorised only. With the school granting permission to users and if possible, some for other media platforms e.g: Twitter, etc.	**Thank you for your response.** **We have considered carefully the option of 'Closed' Facebook and Twitter services, however, our preference remains to be open and 'public' so that our work can be shared with family members and maybe inspire others.** **We also feel the management of a 'Closed' service would be fraught with challenges and involve a significant time commitment.** **A new consent form will provide more options to parents/carers as to whether their child's image is used on 'public' facing social media platforms.**
At the beginning of the school year I was quite surprised to see the Facebook page and photos' and videos of assemblies, etc. I was used to being told the POW school allowed us to take photos/videos but not to post on social media. Going from one extreme to the other took a bit of getting used to. I convinced myself this was the way forward and the world we live in. I did mention it briefly to the one of the office staff and was told everyone is online now.	**Thank you for your response.** **The school has had Twitter and Facebook services since 2011. We recognise that their use has been more prevalent again since September 2017.** **Taking images of children in assemblies, sporting events, etc remains the same as it has always done. Parents/carers are free to take images of their own child but we ask respectfully that <u>these are not posted to social media</u>. The school will always try to post images to social media that we <u>specifically have the permission to post</u>.**
I think it speaks volumes that the POW Facebook page is kept so regularly up-to-date. It reflects a staff body that are very proud of their school and their pupils within it. I know many schools who have set up a similar page yet their posts are incredibly inconsistent and non-regular which gives off a very lackadaisical attitude. I say, keep up the great work POW. Parents are given the rights to refuse usage of their children's photos, but personally I think it's lovely to see my children enjoying their school environment.	**Thank you for your response.**
I do think school usage is reasonable. I just wish my name was not added by other in comments/sharing. Not sure what can be done about this. I use an alias name on Facebook to protect me and my family.	**Thank you for your response.** ==**We encourage our community to consider your wish and think before they tag anyone.**==
I think that the images enhance an understanding of the learning taking place and showcases all of the wonderful things happening.	**Thank you for your response.**

YOU SAID	HEADTEACHER'S RESPONSE
It presents the school and inspires others. (Child's Name) likes seeing the posts. Facebook reminds me of events, trips… etc. Relatives enjoy feeling part of the school from a distance. Children are never named or tagged.	**Thank you for your response.**
My son doesn't always tell me about what he has been up to at school so I enjoy seeing the social media posts. I feel the posts keep me more up to date with what is occurring at school, giving me opportunities to discuss more with my child.	**Thank you for your response.**
Promotes school and shows great learning opportunities the school offers.	**Thank you for your response.**
I have never seen any images that cause me any concern.	**Thank you for your response.**
I like the fact that you share what our children are doing and they are proud to show us. Why are we afraid? We shouldn't be hiding our children away. We should be celebrating and encouraging their learning experience. We cannot let the minority of society affect the sociability of our children's lives.	**Thank you for your response.** **While we agree sociability is important, we believe this must be done with appropriate boundaries in place. We have worked hard to manage the risk with our approach.**
I like seeing the information that is posted, it's nice to keep up to date in an easy format that is available in one place (well more than one place). I use Facebook as my general means to keep updated, and find it helpful that I can be notified when there is a post.	**Thank you for your response.**
When they get to Middle School we get NO interaction about their school life. So it's lovely to get 'snippets' of daily life at the school.	**Thank you for your response.** **We would encourage you to share your thoughts with your child's Middle School.** **We are happy to share our practice with Social Media and have been invited by Dorset County Council to do so at an upcoming conference.**
In today's society it is prevalent to use social media to connect with parents, carers and partner organisations.	**Thank you for your response.**
Personally it gives me an insight into what my daughter has been doing at school.	**Thank you for your response.**

Social Media Questionnaire - March 2018 (Response - April 2018)

YOU SAID	HEADTEACHER'S RESPONSE
Before answering questions about whether use of social media at The Prince of Wales School is reasonable, you must articulate the reason/desired outcome of its use. This is not a question for parents but more so for the Governors of the school. For instance; are you marketing/selling? Is is a career development tool for teachers? Are you hoping to attract business? All of the above? Once decided, you can then define the Terms of Reference for it's reasonable use.	**Thank you for your response.** **The reason/desired outcome of The Prince of Wales School's use of social media (Facebook, Twitter and YouTube) is to connect, promote and engage with parents, carers and partner organisations.** **Governors have recently been involved in reviewing our E-Safety Policy which provides further Terms of Reference for reasonable use.**
The school website is open to the public and all the information/photos are on there so it is easily accessible, therefore social media is no different. We are given the option to remove our child from this. Facebook Posts are quicker to access than going through the website. I have found it extremely helpful to keep on top of school activities.	**Thank you for your response.**
It's a good opportunity for parents to see how happy their child is spending time and there is always something exciting coming up.	**Thank you for your response.**
Just because of all the talk on the news at the moment with Facebook and other forms of social media. I think the schools Facebook page is nice as it keeps parents informed on their children, and keeps us connected and in the loop. But, i'm unsure about how safe this is for my child, and hoping I'm not exposing her to a vulnerable world.	**Thank you for your response.** **We can assure you that full consideration is given to how data is processed and used. The risk is minimised by our E-Safety Policy and is support by a robust and detailed E-Safety Curriculum that is taught through ICT and PSHE lessons as well as class and whole-school assemblies. The risk can never be fully removed, however, we believe appropriate measures have been put in place.** **If you still have concerns, parents and carers who do not wish their child's image to be used on social media have the right to withdraw their permission in line with our AUP (Acceptable Usage Policy). A copy of the AUP is now available to view on our school website, under 'Information > Policy Documents'.**
It is really nice to see what they do at school and makes talking point for the family.	**Thank you for your response.**

Social Media Questionnaire - March 2018 (Response - April 2018)

YOU SAID	HEADTEACHER'S RESPONSE
I love seeing all the posts on Facebook.	**Thank you for your response.**
It is a very positive, happy vibe looking at this media. Also family and friends can see our school. It gives such an enthusiastic image of our wonderful school - which you can see on the children's expressions!	**Thank you for your response.**
I think it is great the way the school and Pre-School use digital images/video. Grandparents love seeing what's going on at school as well.	**Thank you for your response.**
It provides an informative visual evidence stream of the events and activities that our children enjoy at school that we might otherwise know little about.	**Thank you for your response.**
Informative, fun and engaging with parents.	**Thank you for your response.**
I enjoy seeing what the children are up to at school but think that still shots are sufficient. Short clips (edited) made out of shots are nice to see, but i'd like to see videos of children's performances limited to a minimum (which I believe is the case at the moment).	**Thank you for your response.**
I think all parents are given an options to opt out of the school using photos of their children on digital media. The photos that are used are generally a lovely record of what the children are doing and learning.	**Thank you for your response.**
There are no personal details given of the children so e-safety is observed. There are more images of staff than pupils.	**Thank you for your response.**

5) WOULD YOU PREFER THAT THE PRINCE OF WALES SCHOOL AND THE PRINCE OF WALES PRE-SCHOOL REDUCE THE NUMBER OF POSTS ON SOCIAL MEDIA CONTAINING IMAGES OF CHILDREN FOR WHICH THEY HAVE THE PERMISSION FROM PARENTS AND CARERS TO POST?

YES	NO	No Answer Provided
8 (17.7%)	**35 (77.7%)**	**2 (4.4%)**

6) WOULD YOU PREFER THAT THE PRINCE OF WALES SCHOOL AND THE PRINCE OF WALES PRE-SCHOOL PLACE THE MAJORITY OF THEIR IMAGES/VIDEOS OF CHILDREN ON THE SCHOOL WEBSITE (I.E CLASS GALLERY) RATHER THAN ON SOCIAL MEDIA?

Social Media Questionnaire - March 2018 (Response - April 2018)

N.B - BOTH THE SCHOOL WEBSITE AND SOCIAL MEDIA ARE FULLY ACCESSIBLE TO THE PUBLIC

YES	NO	No Answer Provided
11 (24.4%)	28 (62.2%)	6 (13.3%)

7) ARE YOU HAPPY THAT THE PRINCE OF WALES SCHOOL AND THE PRINCE OF WALES PRE-SCHOOL CONTINUE TO POST CLASSROOM BLOGS TO FACEBOOK AND TWITTER?

YES	NO	No Answer Provided
34 (75.5%)	8 (17.7%)	3 (6.6%)

8) IS THERE ANY INFORMATION THAT YOU WOULD NOT WANT POSTED ON FACEBOOK AND/OR TWITTER?

N.B - IT IS IN OUR E-SAFETY POLICY TO NEVER POST SENSITIVE INFORMATION SUCH AS THE FULL NAME, AGE, ADDRESS, ETC OF CHILDREN ONLINE.

YOU SAID	HEADTEACHER'S RESPONSE
Information about class trips ahead of time.	**Thank you for your response, we agree.** **ACTION - Ensure detailed trip information is not shared via Class Blogs or Social Media ahead of trips and visits.** **WHEN - April 2018**
Would prefer not have close up pictures of individual children posted.	**Thank you for your response. Parents and carers who do not wish their child's image to be used on social media have the right to withdraw their permission in line with our AUP (Acceptable Usage Policy). A copy of the AUP is now available to view on our school website, under 'Information > Policy Documents'.**
Full names, birth dates, location, pictures with geotags or tagged with names, phone numbers.	**Thank you for your response. We can assure you that none of this information will be shared.**
Perhaps details of forthcoming trips should not be shared on social media e.g. times, location, etc.	**Thank you for your response.** **ACTION - Ensure detailed trip information is not shared via Class Blogs or Social Media ahead of trips and visits.** **WHEN - April 2018**
Any information that could lead to personal identification of my children. I don't post many pictures of them even on my Facebook page as I have concerns about ownership of the photos. Admittedly my knowledge o this is limited, but worth mentioning.	**Thank you for your response. Parents and carers who do not wish their child's image to be used on social media have the right to withdraw their permission in line with our AUP (Acceptable Usage Policy). A copy of the AUP is now available to view on our school website, under 'Information > Policy Documents'.**

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YOU SAID	HEADTEACHER'S RESPONSE
Prefer no Facebook at all!	**Thank you for your response.** **Parents and carers who do not wish their child's image to be used on social media have the right to withdraw their permission in line with our AUP (Acceptable Usage Policy). A copy of the AUP is now available to view on our school website, under 'Information > Policy Documents'.**
School website only - and limited photos/details only. It's easy for mistakes to be made - e.g. I have noticed children's full names on photos of drink bottles (in a post encouraging children to drink water). And that you could maybe jigsaw - identify a child through first name and parent referred to by surname, etc. These seem trivial but just trying to make the point that there can be unintended consequences. Also parents may not wish to be in photos (assemblies, etc). It's not just children these issues apply to.	**Thank you for your response.** **ACTION -We will be more vigilant about items in the background of images.** **WHEN - April 2018** **If parents, carers or members of the community spot unintended names in images, they should notify the Headteacher immediately - headteacher@princeofwales.dorset.sch.uk.** **Parents/carers or any visitor that does not wish for their images to be taken or shared can inform any member of staff. We will always respect the wishes of an individual on this matter.**
Images of school work attributed to individual children (taken in classroom setting) where the child would not be aware of the the purpose of the photo. Images/videos of plays/assemblies/PE lessons. Images of parents. Allowing a 3rd Party to take and post images.	**Thank you for your response.** **Parents and carers who do not wish their child's image to be used on social media have the right to withdraw their permission in line with our AUP (Acceptable Usage Policy). A copy of the AUP is now available to view on our school website, under 'Information > Policy Documents'.** **Parents/carers or any visitor that does not wish for their images to be taken or shared can inform any member of staff. We will always respect the wishes of an individual on this matter.**
School performances, details of upcoming class activities and trips.	**Thank you for your response.** **ACTION - Ensure detailed trip information is not shared via Class Blogs or Social Media ahead of trips and visits.** **WHEN - April 2018**
I do not want my children's information to be on Facebook, however, I do not want my children to miss out either on being mentioned in the school blog.	**Thank you for your response.** **Whatever a Parent/Carer decides is best for their child(ren), we will work hard with your child to ensure they do not feel left out.**

YOU SAID	HEADTEACHER'S RESPONSE
I would question why anything is posted if it's to celebrate activities, achievements, then a posed image where the kids know a picture is being taken seems fine. The images kids don't know are taken is unacceptable.	**Thank you for your response.** **We use social media (Facebook, Twitter and YouTube) to connect, promote and engage with parents, carers and partner organisations.** **We always endeavour to inform children when their image is being taken and shared.**
I would prefer details of trips e.g. Thorncombe Wood visit to be put on after the event than before, to reduce the risk of unsavoury people knowing where our children will be on which days/times. Well the public don't need to know every detail such as dates, times, where children are going on a trip - that kind of thing.	**Thank you for your response, we agree.** **ACTION - Ensure detailed trip information is not shared via Class Blogs or Social Media ahead of trips and visits.** **WHEN - April 2018**
Not so much of a concern for what school post, but what the wider community (parents/public) do with it - e.g. posting parent names in comments/sharing which can identify child or school that child attends. Could be an issue for those working in police/legal/RSPCA/health who do not want identity of child/childs school shared.	**Thank you for your response.** **We encourage our community to consider your thoughts and think before they tag anyone.**
Advertising location of overnight stays probably not good, e.g. "Year 4 are sleeping in the Round House tonight".	**Thank you for your response, we agree.** **ACTION - Ensure detailed trip information is not shared via Class Blogs or Social Media ahead of trips and visits.** **WHEN - April 2018**
Only sensitive information already mentioned in the E-Safety Policy. I cannot thinking of anything else.	**Thank you for your response.**
Anything that contravenes the agreed terms of reference defined by Governors. In particular, we must be careful to ensure that personal (school accounts are used consistently). All school-related posts should be sent via @POWFS official account.	**Thank you for your response.** **Our E-Safety Policy provides Terms of Reference. This includes allowing staff to post from professional accounts but not from personal accounts.** **Please see Appendix 1 for a similar question.**

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YOU SAID	HEADTEACHER'S RESPONSE
The school's e-safety policy is adequate but cannot control the copying of the imagery/information by third parties, e.g parents on social media.	**Thank you for your response.** **This is correct. The risk is minimised by our E-Safety Policy and is supported by a robust and detailed E-Safety Curriculum that is taught through ICT and PSHE lessons as well as class and whole-school assemblies. The risk can never be fully removed, however, we believe appropriate measures have been put in place.**
The same as the E-Safety Policy.	**Thank you for your response.**
I totally trust the school to abide by the E-Safety Policy to never post sensitive information.	**Thank you for your response.**
I feel this is carefully and sensitively dealt with. I do not have any concerns.	**Thank you for your response.**

9) WOULD YOU PREFER THAT THE PRINCE OF WALES SCHOOL AND THE PRINCE OF WALES PRE-SCHOOL HAD 'CLOSED' FACEBOOK/TWITTER SERVICES?

N.B - IF ANSWERING YES, WE WOULD WELCOME YOUR SUGGESTIONS ON HOW WE WOULD MANAGE REQUEST (PROOF IDENTITY OF FOLLOWERS) USING THE 'EXPLAIN YOUR ANSWER' BOX.

YES	NO	No Answer Provided
15 (33.3%)	**25 (55.5%)**	**5 (11.1%)**

YOU SAID	HEADTEACHER'S RESPONSE
Closed Facebook group would be good - questions to include child's name and class, maybe quote a password that is found in the office?	**Thank you for your response. We have considered carefully the option of 'Closed' Facebook and Twitter services, however, our preference remains to be open and 'public' so that our work can be shared with family members and inspire others.**
Sorry - don't feel particularly tech savvy on this area!	
There could be 'closed' services for members along with an 'open' profile.	**We also feel the management of a 'Closed' service would be fraught with challenges and involve a significant time commitment.**
I am not very familiar with the admin of Facebook which would allow/manage requests, however our only concern is if we like/comment our existing friends have access. We support promoting the school and respect that the E-Safety Policy cover this. It just feel a little open. This school is amazing and other's should be inspired by it so we appreciate the 'sharing'.	**A new consent form will provide more options to parents/carers as to whether their child's image is used on 'public' facing social media platforms.** **In addition to this, we will also be exploring alternative 'closed' social networks in the future for some forms of communication. This will include launching 'Marvelous Me' in September 2018.**

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YOU SAID	HEADTEACHER'S RESPONSE
Dedicated admin person(s) would 'manage' the page and users would have to complete a joining form verifying their identity before being accepted to the closed group.	**Thank you for your response.** **We have considered carefully the option of 'Closed' Facebook and Twitter services, however, our preference remains to be open and 'public' so that our work can be shared with family members and maybe inspire others.**
Password changed regularly.	**We also feel the management of a 'Closed' service would be fraught with challenges and involve a significant time commitment.**
We know server ''old'' families that still follow the school and its achievements. I think this is testament to school and would be a shame to lose.	
You can potentially verify users by parental email addresses which the school already have given newsletter are communicated this way.	**A new consent form will provide more options to parents/carers as to whether their child's image is used on 'public' facing social media platforms.** **In addition to this, we will also be exploring alternative 'closed' social networks in the future for some forms of communication. This will include launching 'Marvelous Me' in September 2018.**
You could have a box on the permission form for parents/carers to fill in all the profile names of those people in the family who would like access.	
Twitter account should be protected and Facebook should be deleted.	**From MarvellousMe -**
People who have the right to know information about our kids. I.e. Parents/Families/Carers are the ones who should be able to access details of our children's lives.	
Maybe, something like the DCC Sharepoint System could be look at across the DASP school community? I think it would be useful to explore 'closed' social media options just for people within the school organisation in the same way some companies and organisations have their own internal social media, than using Facebook. E.g. to access children's services blogs from DCC. I need to login using a password from a home or public computer. Password protection could be a possible way forward?	MarvellousMe tells you about the wonderful things that your child is learning, and pings you when they've been praised for good work, a great character skill, or received school rewards. It makes you smile, feel proud, and inspires better home learning support and encouragement. Plus, it helps you to stay on top of homework, events and other school tasks.
I don't use Twitter and feel teachers can use it if they want but not for child images. I'm in private Facebook and What's App groups that work well for sharing information and photos. Anyone allowed to collect a child could have access.	MarvellousMe is free for parents. You'll get exciting alerts if you use it on your smartphone or tablet. https://marvellousme.com/parents/
Unsure how this could work.	
I would propose that Governors define the Terms of Reference and that these form the basis of an agree/disagree questionnaire to parents.	

Social Media Questionnaire - March 2018 (Response - April 2018)

YOU SAID	HEADTEACHER'S RESPONSE
As a family we do not belong to any 'social media' networks and have no intention of sharing our family details with giant offshore tech corporations over which UK legal statues have little or no control. Therefore we would not be able to access 'closed' Facebook/Twitter services.	**Thank you for your response.** **We have considered carefully the option of 'Closed' Facebook and Twitter services, however, our preference remains to be open and 'public' so that our work can be shared with family members and maybe inspire others.**
I am in two minds about this. I love the posts on Facebook and think it's great promotion of the school but am also slightly wary of the public seeing so much information where our children will be and when. Do you have a central register of parents/carers? Could this be something asked for at the beginning of each school year? I.e - Ask parents who they would like added, so if they request you have an 'athorised' list that may include grandparents as well as parents? What might be more difficult is removing people when it's not appropriate for them to be on the site anymore.	**We also feel the management of a 'Closed' service would be fraught with challenges and involve a significant time commitment.** **A new consent form will provide more options to parents/carers as to whether their child's image is used on 'public' facing social media platforms.** **In addition to this, we will also be exploring alternative 'closed' social networks in the future for some forms of communication. This will include launching 'Marvelous Me' in September 2018 -** **From MarvellousMe -**
My response is abit of both really. Information may be 'safer' by only having parents/carers able to access it but a public group does allow for promotion of the school and it's great activities/achievements.	 MarvellousMe tells you about the wonderful things that your child is learning, and pings you when they've been praised for good work, a great character skill, or received school rewards. It makes you smile, feel proud, and inspires better home learning support and encouragement. Plus, it helps you to stay on top of homework, events and other school tasks. MarvellousMe is free for parents. You'll get exciting alerts if you use it on your smartphone or tablet. https://marvellousme.com/parents/

Please do not hesitate to get in touch if you have any queries or concerns about the above.

Yours faithfully,

[signature]

Mr. Gary Spracklen

Social Media Questionnaire - March 2018 (Response - April 2018)

Headteacher
Social Media Questionnaire - March 2018 (Response - April 2018)
Wednesday 18th April 2018

APPENDIX ONE

Please see below for Headteacher's response to questions shared on Friday 16th March 2018 ahead of a schedule meeting on Monday 19th March 2018 between Gary Spracklen and three parents in reference to the school's use of social media.

Our children love attending Prince of Wales First School and we are delighted that Mr Spracklen is such a dynamic Headteacher. However, we feel that we need to ask the following questions in order to satisfy ourselves that our children are not put at increased risk for the sake of 'engaging' parents and partner organizations through a new social media strategy. We want to ensure that the school has the best interests of the child at its very core.

Thank you for your kind words. Please be assured that I am keen to work 'with' and not 'against' your concerns. I welcome any dialogue that seeks to protect our children and I look forward to meeting to discuss the below still further.

1. Do any other local schools use Facebook/Twitter in the same way that POWFS does? *(We are aware for example that Manor Park School and Milborne St Andrew School have closed networks for parents/families. Manor Park actually apparently stopped an entire performance at school because one parent was videoing it as it is against their policy, and apparently threatened to cancel any performance if this happened again. They clearly take safeguarding and privacy very seriously. Milborne St Andrew's uses 'e-schools' which is a closed networking site that parents have to sign into personally to use).*

I can assure you that we take safeguarding and privacy very seriously too. We do not take or share images of children on social media (or any other platform) where we do not have the permission to do so. Parents and carers have the right to opt out.

We do make every effort to remind parents and carers of our policy before assemblies and open events such as sports day, however, I would accept that we have not been consistent enough with this messaging (it was not shared at the start of Year 1 Assembly today for one example) - we can and will do better here.

There are schools that use Facebook/Twitter in a similar way to what POWFS does, see -

Cheselbourne Village School - https://twitter.com/cheselbournevs

The Thomas Hardye School - https://twitter.com/thomashardye

I would also encourage checking out examples beyond Dorchester such as -

https://www.facebook.com/Jesmond-Gardens-Primary-School-501044126614117/

https://www.facebook.com/BexhillAcademy/

For international examples, I'd recommend -

https://www.facebook.com/MOCB12/

https://www.facebook.com/RonClarkAcademy/

Social Media Questionnaire - March 2018 (Response - April 2018)

2. Why do classroom blog's now appear on Facebook? Have you consulted parents or done a risk analysis to consider the extent of information now posted Facebook ie., names/photo's of prize winners; details of timings of school trips; homework etc., *(Example, a photo was posted on Facebook and Twitter in September 2017 of children holding certificates. Their full names can be clearly seen)*

Blogs have been automatically shared to Facebook since pre-2012 (I set this up originally during my time as ICT Co-Ordinator at the school). There was a period where the system stopped working and a new service is now used to automatically share this content.

Teachers are aware that the content shared is public and are reminded regularly to follow our guidelines for posting. This includes not using a child's full name and not publishing information which is already publicly available on our website.

The example post from September 2017 is an error and we apologise for this, if you could let me know which post this was, I'd be happy to remove it. We must learn from this error and I will re-issue guidance to staff.

The below link, I would suggest, represents an example of good practice -

https://www.facebook.com/POWFS/photos/a.1416839831697177.1073741826.327882100592961/1569773386403820/?type=3&theater

In this image, the name on the certificate has been removed. If we are to take images of children holding certificates with their names on (which it may be easier to avoid), we must be 100% consistent in the approach used above. We can take this forward as a development point.

3. Is the subjective interpretation of the E safety policy reviewed/monitored by Governors ie., as to the appropriateness of the images/information posted.

The E-Safety Policy is reviewed regularly as part of a policy-review cycle.

Governors, like all members of our community have access to our public facing channels of communication and again, like all member of our community are free to raise a concern with the appropriateness of the images/information posted.

I do my best to monitor information shared through the blogs (which are then shared through Twitter and Facebook). However, it would be impossible to read every piece of information shared.

At some point, there must come an element of trust with the professionals working with our children. Posting tools are limited to staff and full training and ongoing support is available for anyone posting content on behalf of the school.

4. Has the safeguarding team at school considered how to adapt the policies to technologies such as facial recognition in the future, given that this may well impact on cared for/adopted/difficult situation at home children, and also has implications for cyber-bullying which is a big issue for this generation?

Not specifically, however, we follow a model Dorset Policy which is reflective of the model policy set by the SWGfL (South West Grid for Learning) who are international experts in the field of e-safety.

Under GDPR (General Data Protection Regulation) all individuals will gain the 'right to be forgotten'. In the two examples you share, this means that should an individual who originally gave their consent for their image(s) to be shared online changes their mind, the image(s) can be retrospectively removed by request.

Social Media Questionnaire - March 2018 (Response - April 2018)

5.   How do you store images of the children? Are they stored securely? Are they stored on personal mobile phones? How long are they kept for?

Images, when transferred from a school digital camera, are stored securly on our internal file server which is protected by encryption and secure back-up.

Staff are only allowed to take images using school owned devices.

The exception to this is if a member of staff wishes to take photographs or videos using a personal device they must first download a secure MDM (mobile device management) profile for their Apple or Android Device. This profile provides school with full control over the personal device, including the ability to remotely wipe images/videos stored on the device.

In order to install the profile, the device must be encrypted with security enabled (usually a fingerprint scanner to unlock the device).

I personally use the above method to enable me to use my personal mobile phone to take and store images.

While very few staff use their personal mobile phones to take images/videos, many do have the MDM profile installed to enable them to access their work email on their personal device. Work emails usually contain far more sensitive information than photos/videos taken.

In addition to personal mobile phones being used extensively, at least two members of staff (including myself) use personal laptops for work. Again, we ensure MDM (mobile device management) profiles are installed providing full control over the personal device, including the ability to remotely wipe data stored on the device.

With ever shrinking budgets, BYOD (Bring Your Own Device) schemes to access your work emails, files and shared areas is now commonplace in most UK schools.

Images are kept as long as they are deemed 'reasonably useful'. In the case of our 'archive' this is currently indefinitely for historical reference. We have for example images in a non-digital format of when the school first opened, every class photo since the first year and many more photos that make significant milestones and events. We also have Christmas Performance tapes that go back two decades in our archive.

When Mr. Farrington left the school he was presented with a printed book with many of the photos included.

Where possible, we do try to shrink our archive by securely deleting material, in truth this is more to do with the management of the file sizes than the content of the images themselves.

6.   How many parents have opted out so far? How is this managed?

Around 5% of our pupil population have opted out of an element with around 2% requesting a complete denial on all permission.

This is managed by the school office who keep a record as part of our Management Information System - SIMS.

Lists are distributed at the beginning of each academic year and are updated should/when any changes occur.

7.   Is the E safety/social media policy available to parents on the school website? Is a copy of the Acceptable Use/Permission Form available on the school website or parents reference?

It is now available under 'Information > Policy Documents'.

8.   Does your 'opt-out' allow parents to choose to place images of their children on the POWFS website only (i.e, not on social media)?

Social Media Questionnaire - March 2018 (Response - April 2018)

Currently, we do not provide specific options, although some parents/carers choose to add additional information to their form and make this request.

I would welcome a practical dialogue around the realities of making this a clear option, the truth being that we would most likely see a decline in the number and nature of the images taken and shared.

9.   What is your policy where parents are divorced/separated and one parent is not happy for social media images of children to be posted and the other one is happy for this to happen? this is a very real issue for parents with opposing views on such issues and can cause a lot of disharmony outside school.

A 'no permission' always trumps a 'with permission'. Therefore if one parent/carer gave permission and one did not, images would not be taken and shared.

The same applies to attend a school trip/residential.

10.   Is it the strategy of the school to obtain as many 'views' as possible on Facebook/Twitter? What benefit is this to the children? Is a higher number deemed more of a success? (ie, last week, over 300 views of Year 4's gym class; and 1.4K views of Year 4's DASP concert photo/singing)

No, although we do like to use the statistics as part of our E-Safety Curriculum to consider how far an image or video shared could go. We believe it's important for children to understand that images/videos shared online could be seen by anyone, anywhere. We would like to think that we model good social media sharing behaviours and always post content that is celebratory in nature.

A further point to make on this entire area is that increasingly children will naturally generate their own digital image as part of the learning process.

There are high profile examples of previous work at the school that highlight this. See -

https://www.youtube.com/watch?v=eAGbp37_vYk (Lottery Funded Project)

https://www.youtube.com/watch?v=bYNE01D0PME

I would argue that it's important we teach our children how to produce high-quality content like the above and provide a rich learning experience for them by ensuring that this work is shared online for a public audience.

If a child was gifted at playing the violin for example, many would not think twice of them playing at a public concert or performing on TV if they were given the chance…

Linked to this, I would recommend the following read -

http://www.cloudlearn.net/

11.   Why was the Christmas production put on YouTube?

The Christmas production files were around 4GB each in size. YouTube was used as a secure area to store these files and delete from on-site storage.

Although we had the permission to do so, it was never our intention to publicly publish the videos. This was an error.

YouTube provides a safe, secure and when set correctly private video file manager and is sometimes used to safely transfer large files between devices and/or services.

Social Media Questionnaire - March 2018 (Response - April 2018)

12.   How did you inform parents about this?

We did not inform parents about this upload because it was never our intention to do so.

We have not informed parents of our error because we did have the permission to upload and share the content, although it was never our intention to do so.

13.   Do you intend to put future school drama/concert videos on You Tube/other social media?

There are currently no plans in place to do this, however, I would be happy to gauge the potential interest as part of the questionnaire outlined below.

In my previous setting, we did broadcast our Christmas Productions to enable family members living afar to watch live. We would never do this without first seeking permission to do so, especially in light of upcoming changes to data protection guidelines.

14.   Which is the official school twitter feed? Is it @POWFS? Is it garyspracklen@nelkcarps? Which of these do you post images on?

@POWFS is the official school twitter feed, however, @Nelkcarps is my professional account and both accounts are used for posting images.

I do not post images using any of my personal accounts.

15.   Which hashtags are used when posting? Is there an approved list? How do you choose them? Please explain the use for example of hashtag 'Technology day' and 'Mission Impossible'

#InspiredToLearn is the 'official' hashtag used when posting in relation to The Prince of Wales School. Other hashtags are used to reduce characters, to signify a theme or to add emphasis to a word or phrase with a tweet or Facebook post.

16.   We would be interested to know the views of other parents on the processing of digital images of the children at POWFS. Would you be willing to conduct a parental questionnaire?

Yes, I am happy to conduct a parental questionnaire.

17.   Would you ask parents whether they think that present use of digital/video images by POWFS on social media is reasonable?

Yes, I am happy to ask this question.

18.   Would you ask parents whether they would prefer that POWFS reduce the number of posts on social media containing images of their children?

Yes, I am happy to ask this question.

19.   Would you ask parents whether they would prefer that the majority of images of their children to be placed within the school website (i.e, in class gallery) rather than on a social media feed?

Yes, I am happy to ask this question.

Social Media Questionnaire - March 2018 (Response - April 2018)

20.   Would you ask parents whether they are happy that classroom blog information is now posted on Facebook?

I am happy to ask the question, 'are you happy that **we continue** to post classroom blog information on Facebook?'

21.   Would you ask parents whether there is any information that they would not want posted on Facebook/Twitter?

Yes, I am happy to ask this question.

22.   Would you ask parents whether they would prefer that POWFS has 'closed' Facebook/Twitter accounts?

Yes, I am happy to ask this question.

I look forward to meeting to discuss the above still further.