Polisi Cyfryngau Cymdeithasol
Social Networking Policy

Ysgol Bro Plenydd

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Signed on behalf of the Chair of Governors:

Dyddiad Cymeradwyo:
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Dyddiad Adolygu:
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Mae'r polisi hwn yn seiliedig ar demplad South West Grid for Learning (SWGfL) ac wedi ei ddatblygu ymhellach, aralleirio a'i fabwysiadu ar gyfer ystyriaeth gan ysgolion Gwynedd gydag arweiniad Adain Gyfreithiol Cyngor Gwynedd

This policy has been based on a South West Grid for Learning (SWGfL) template and further developed, re-worded and adopted for the consideration of Gwynedd schools with support from the Legal Department

Cyflwynwyd/ Introduced Tachwedd/ November 2017
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1. Cefndir

Mae cyfryngau cymdeithasol (e.e. Facebook, Twitter, LinkedIn) yn derm cyffredinol am lwyfan ar-lein o unrhyw fath sy'n galluogi pobl i ryngweithio'n uniongyrchol â'i gilydd.
Mae'r ysgol yn cydnabod y buddiannau a'r cyfleoedd niferus a rydd cyfryngau cymdeithasol. Caiff staff, rhieni/gofalwyr a disgyblion/myfyrwyr anogaeth i ganfod ffyrdd creadigol o ddefnyddio cyfryngau cymdeithasol. Fodd bynnag, mae rhai risgiau yn gysylltiedig â defnyddio cyfryngau cymdeithasol, yn arbennig o ran materion diogelu, bwlio ac enw da'r unigolyn. Nod y polisi hwn yw annog defnydd diogel o gyfryngau cymdeithasol gan yr ysgol, ei staff, rhieni, gofalwyr a phlant.

1.1 Mae'r polisi hwn:

- Yn berthnasol i'r holl staff a holl gyfathrebiadau ar lein sydd yn ymwneud â'r ysgol naill ai'n uniongyrchol neu'n anuniongyrchol.
- Yn berthnasol i gyfathrebiadau ar-lein a gaiff eu postio ar unrhyw adeg ac o unrhyw le.
- Yn annog defnydd diogel a chyfrifol o gyfryngau cymdeithasol trwy hyfforddiant ac addysg
- Yn diffinio monitro gweithgaredd cyfryngau cymdeithasol cyhoeddus sy'n ymwneud â'r ysgol

Mae'r ysgol yn parchu preifatrwydd ac yn deall y gall staff a disgyblion/myfyrwyr ddefnyddio fforymau cyfryngau cymdeithasol yn eu bywydau preifat. Mae'r polisi hwn, fodd bynnag, yn cwmpasu cyfathrebiadau personol sy'n debygol o gael effaith negyddol ar safonau proffesiynol ac/neu enw da'r ysgol.

1.3 **Cyfathrebiadau proffesiynol** yw'r rheini a wneir trwy sianelau swyddogol, wedi eu postio ar gyfrif ysgol neu ddefnyddio enw'r ysgol. Mae'r polisi hwn yn cwmpasu pob math o gyfathrebu ar lefel broffesiynol.

1.4 **Cyfathrebiadau personol** yw'r rheini a wneir trwy gyfrifon cyfryngau cymdeithasol personol. Mewn pob achos, ble defnyddir cyfrif personol sy'n gysylltiedig â'r ysgol neu sy'n cael effaith ar yr ysgol, rhaid egluro nad yw'r aelod o'r staff yn cyfathrebu ar ran yr ysgol gan ymwadu pob cyfrifoldeb. Mae'r polisi hwn yn cwmpasu cyfathrebiadau personol o'r fath.

1.5 Nid yw'r polisi hwn yn cwmpasu cyfathrebiadau personol nad ydynt yn cyfeirio at, neu sy'n effeithio ar yr ysgol.

1.6 Rhoddir ystyriaeth hefyd i gyfathrebiadau digidol gyda disgyblion/myfyrwyr. Gall staff ddefnyddio cyfathrebiadau cymdeithasol i gyfathrebu gyda dysgwyr trwy gyfrwng cyfrif cyfryngau cymdeithasol ysgol at ddibenion addysgu a dysgu ond rhaid iddynt ystyried a yw'n briodol ac ystyried y goblygiadau posibl.

2. Swyddogaethau a Chyfrifoldebau

2.1 Tîm Rheoli

- Hwyluso hyfforddiant a chyfarwyddyd ar ddefnyddio Cyfryngau Cymdeithasol.
- Datblygu a gweithredu'r polisi Cyfryngau Cymdeithasol.
- Arwain mewn cynnal ymchwiliadau i unrhyw ddigwyddiadau yr hysbysir amdanynt.
- Paratoi asesiad cychwynnol pan hysbysir ynghylch digwyddiad a chynnwys staff ac asiantaethau priodol fel bo angen.
- Derbyn ceisiadau cyflawn ar gyfer cyfrifon Cyfryngau Cymdeithasol

- Rhoi sêl bendith ar greu cyfrif
- Gweinyddwr yr ysgol
- Creu'r cyfrif ar ôl cael sêl bendith yr UDRh
- Cadw manylion y cyfrif, yn cynnwys cyfrineiriau'n ddiogel
- Monitro a chyfrannu tuag at y cyfrif

2.2 Staff

- Gwybod beth yw'r cynnwys a sicrhau y gwneir defnydd o gyfryngau cymdeithasol yn unol â'r polisi hwn a pholisïau perthnasol eraill
- Mynychu hyfforddiant priodol
- Monitro, diweddaru a rheoli'n rheolaidd y cynnwys mae ef/hi wedi ei bostio trwy gyfrwng cyfrifon ysgol
- Ychwanegu ymwadiad priodol at gyfrifon personol pan gaiff yr ysgol ei henwi

3. Proses ar gyfer creu cyfrifon newydd

Caiff cymuned yr ysgol anogaeth i ystyried a fydd cyfrif cyfryngau cymdeithasol o gymorth yn eu gwaith, e.e. cyfrif Trydar ar hanes lleol, neu dudalen "Cyfeillion yr ysgol" ar Facebook. Mae'n ofynnol i unrhyw un sy'n dymuno creu cyfrif o'r fath roi achos busnes gerbron Uwch Dim Rheoli'r Ysgol (UDRh) sy'n cwmpasu'r pwyntiau canlynol:-

Amcan y cyfrif
Y gynulleidfa yr anelir ati
Sut caiff y cyfrif ei hyrwyddo
Pwy fydd yn rhedeg y cyfrif (dylid enwi o leiaf ddau aelod o'r staff)
A fydd y cyfrif yn agored neu'n breifat/caeëdig

Ar ol i'r UDRh ystyried, caiff cais sêl bendith neu ei wrthod. Ymhob achos, rhaid i'r UDRh fod yn fodlon bod rhywun sy'n rhedeg cyfrif cyfryngau cymdeithasol ar ran yr ysgol wedi darllen a deall y polisi hwn ac wedi derbyn hyfforddiant priodol. Mae hyn hefyd yn berthnasol i unrhyw un na chaiff ei gyflogi'n uniongyrchol gan yr ysgol, yn cynnwys gwirfoddolwyr neu rieni.

4. Monitro

Rhaid monitro cyfrifon ysgol yn rheolaidd ac yn gyson. Rhaid rhoi sylw buan i sylwadau, ymholiadau neu gwynion a leisir trwy'r cyfrifon hyn, yn unol â disgwyliadau'r Ysgol, hyd yn oed os yw'r ymateb ond mewn cydnabyddiaeth o dderbyn. Mae'n hanfodol monitro ac ymyrryd yn rheolaidd rhag ofn y cyfyd sefyllfa ble ceir bwlio neu unrhyw ymddygiad amhriodol arall ar gyfrif cyfryngau cymdeithasol ysgol.

5. Ymddygiad

Mae'r ysgol yn ei gwneud yn ofynnol bod pob defnyddiwr sy'n defnyddio cyfryngau cymdeithasol yn glynu at safon ymddygiad a amlinellir yn y polisi hwn a pholisïau eraill perthnasol.
Mae'n ofynnol bod staff yn arddangos agwedd broffesiynol a dangos parch bob amser wrth gyfathrebu'n ddigidol a gwneud hynny yn unol â'r polisi hwn. Ni fydd staff yn defnyddio cyfryngau cymdeithasol i dresmasu ar hawliau a phreifatrwydd eraill neu wneud sylwadau neu ddyfarniadau byrbwyll ynghylch staff. Ni ddylid defnyddio cyfrifon cyfryngau cymdeithasol er mantais bersonol. Rhaid i staff sicrhau y cedwir cyfrinachedd ar gyfryngau cymdeithasol hyd yn oed pan ydynt bellach yn cael eu cyflogi gan yr ysgol.

Rhaid i ddefnyddwyr ddweud pwy ydynt wrth anfon negeseuon neu ar gyfrifon cyfryngau cymdeithasol. Ni chaiff anfon negeseuon di-enw ynghylch gweithgaredd ysgol ei gefnogi.
Os yw newyddiadurwr yn cysylltu ynghylch negeseuon a gafodd eu hanfon gan ddefnyddio cyfryngau cymdeithasol, rhaid i staff dynnu sylw aelod o'r UDRH at hynny'n ddiymdroi ac ymateb yn unig ar ôl derbyn cyngor.
Bydd yr ysgol yn ystyried ymddygiad annerbyniol, (e.e. difenwol, gwahaniaethol, sarhaus, cynnwys sy'n aflonyddu neu dorri gwarchod data, cyfrinachedd, hawlfraint,) yn beth difrifol iawn a bydd aelod perthnasol o'r UDRh yn cael ei hysbysu cyn gynted a bo modd, a chaiff yr achos ei huchafu ble bo'n briodol.
Gellir monitro defnydd staff o gyfryngau cymdeithasol tra maent wrth eu gwaith, yn unol â pholisïau'r ysgol. Mae'r ysgol yn caniatáu mynediad rhesymol a phriodol at wefannau cyfryngau cymdeithasol preifat. Fodd bynnag, ble ceir amheuaeth bod gor-ddefnydd, ac y caiff ei ystyried bod hynny'n tarfu ar ddyletswyddau perthnasol, gellir cymryd camau disgyblu.
Bydd yr ysgol yn cymryd camau priodol os bydd torri ar y polisi cyfryngau cymdeithasol. Ble canfyddir bod ymddygiad annerbyniol, bydd yr ysgol yn delio â hynny yn fewnol. Ble bernir bod yr ymddygiad yn anghyfreithlon, bydd yr ysgol yn hysbysu'r heddlu ac asiantaethau allanol perthnasol, a gallant gymryd camau yn unol â'r polisi disgyblaeth.

6. Ystyriaethau Cyfreithiol

Dylai'r sawl sy'n defnyddio'r cyfryngau cymdeithasol ystyried hawlfraint y cynnwys maent yn ei gydrannu a, ble bo angen, ofyn am ganiatâd deiliad yr hawlfraint cyn cyd-rannu.
Rhaid i ddefnyddwyr sicrhau nad yw eu defnydd o gyfryngau cymdeithasol yn torri deddfau gwarchod data perthnasol, nac yn torri cyfrinachedd.

7. Delio â sylwadau sarhaus

Wrth weithredu ar ran yr ysgol, dylid delio â sylwadau sarhaus yn gyflym a gan ddangos sensitifrwydd.
Os yw sgwrs yn troi ac yn mynd yn sarhaus neu'n annerbyniol, dylai'r sawl sy'n defnyddio cyfryngau cymdeithasol yn yr ysgol dynnu sylw'r UDRH at hynny'n syth.
Os ydych yn teimlo eich bod chi neu rhywun arall yn cael eu sarhau gan gydweithwyr trwy ddefnyddio gwefan rhwydweithio cymdeithasol, yna rhaid hysbysu ynghylch y weithred gan ddefnyddio'r protocolau ysgol cytunedig.

8. Cywair

Dylai cywair y cynnwys a gaiff ei gyhoeddi ar y cyfryngau cymdeithasol fod yn briodol i'r gynulleidfa, tra'n cadw lefelau priodol safonau proffesiynol. Y geiriau allweddol i'w hystyried wrth lunio negeseuon yw:

Dymunol
Sgyrsiol
Llawn gwybodaeth
Cyfeillgar (ar lwyfannau penodol, e.e. Facebook)

9. Defnyddio delweddau

Gellir tybio bod defnydd yr ysgol o ddelweddau yn dderbyniol, cyhyd ag y glynir yn gaeth at y canllawiau canlynol:

- Dylid gofyn am ganiatâd i ddefnyddio unrhyw luniau camera neu recordiadau fideo yn unol â pholisi'r ysgol ar ddelweddau digidol a delweddau fideo. Os yw rhywun, am ba reswm bynnag, yn gofyn am beidio cael eu ffilmio neu dynnu llun ohonynt, yna dylid parchu eu dymuniadau.
- Ni ddylai staff, o dan unrhyw amgylchiadau, gydrannu neu lwytho i fyny ddarluniau disgyblion ar-lein heblaw trwy gyfrifon cyfryngau cymdeithasol sydd ym meddiant yr ysgol.
- Dylai staff farnu yn ol eu doethineb fel pobl broffesiynol, a yw delwedd yn addas ar gyfer cael ei chydrannu ar gyfrifon cyfryngau cymdeithasol ysgol. Dylai disgyblion wisgo'n briodol, peidio a cael eu gwawdio ac ni ddylent fod ar unrhyw restr ysgol o blant na ddylid cyhoeddi eu delweddau.

10. Defnydd personol

10.1 Staff

Cyfathrebiadau personol yw'r rhieini a wneir trwy gyfrwng cyfrifon cyfryngau cymdeithasol personol. Ymhob achos, ble caiff cyfrif personol ei ddefnyddio sy'n gysylltiedig â'r ysgol neu sy'n effeithio ar yr ysgol, rhaid egluro nad yw'r aelod o'r staff yn cyfathrebu ar ran yr ysgol gydag ymwadiad priodol. Mae'r polisi hwn yn cwmpasu cyfathrebiadau personol o'r fath.
Nid yw'r polisi hwn yn cwmpasu cyfathrebiadau personol nad ydynt yn cyfeirio at, neu'n effeithio ar yr ysgol.
Ble ceir amheuaeth bod unigolion yn gor-ddefnyddio cyfryngau cymdeithasol yn yr ysgol, ac y caiff ei ystyried ei fod yn tarfu ar ddyletswyddau perthnasol, gellir cymryd camau disgyblu.
Mae'r ysgol yn caniatáu mynediad rhesymol a phriodol at wefannau cyfryngau cymdeithasol preifat. Ni ddylai staff, fodd bynnag, gael mynediad at wefannau cyfryngau cymdeithasol na gadael i'r rheini redeg yn y cefndir yn ystod oriau gwaith, at ddefnydd personol, ar unrhyw ddyfeisiau dan eu rheolaeth.

10.2 Disgybl/Myfyrwyr

Gwaherddir staff rhag dilyn neu ymwneud â disgyblion/myfyrwyr presennol yr ysgol ar unrhyw gyfrif rhwydwaith cyfryngau cymdeithasol personol.
Dylai rhaglen addysg yr ysgol alluogi'r disgyblion/myfyrwyr ddefnydido cyfryngau cymdeithasol yn ddiogel ac mewn modd cyfrifol.
Caiff disgyblion/myfyrwyr eu hannog i roi sylwadau neu anfon negeseuon priodol ynghylch yr ysgol.
Bydd polisi ymddygiad yr ysgol yn delio ag unrhyw sylwadau sarhaus neu amhriodol.

10.3 Rhieni/Gofalwyr

Os oes gan rieni/gofalwyr fynediad at lwyfan dysgu ysgol ble gellir postio neu gynnig sylwadau, caiff rhieni/gofalwyr eu hysbysu ynghylch defnydd derbyniol.
Mae gan yr ysgol raglen addysg rhiant/gofalwr gweithredol sy'n cefnogi defnydd diogel a phositif o gyfryngau cymdeithasol. Mae hynny'n cynnwys gwybodaeth ar wefan yr ysgol.
Caiff rhieni/gofalwyr eu hannog i roi sylwadau neu anfon negeseuon priodol ynghylch yr ysgol. Os gwneir sylwadau sarhaus neu amhriodol, bydd aelod o'r UDRh yn gofyn i'r rhiant/gofalwr ddileu'r neges a'u gwahodd i drafod y materion wyneb yn wyneb. Os oes angen, caiff rhieni eu cyfeirio at weithdrefnau'r ysgol ar leisio cwynion.

11. Monitro negeseuon ynghylch yr ysgol

Fel rhan o gyswllt gweithredol cyfryngau cymdeithasol, caiff ei ystyried yn arfer dda i fonitro'r Rhyngrwyd am negeseuon cyhoeddus ynghylch yr ysgol.
Dylai'r ysgol ymateb yn effeithiol, yn unol â phroses ddiffiniedig, i sylwadau a wnaed gan eraill ar y cyfryngau cymdeithasol.

STAFF: Rheoli eich defnydd personol o'r Cyfryngau Cymdeithasol:

- Does "dim byd" ar gyfryngau cymdeithasol yn wirioneddol breifat;
- Gall cyfryngau cymdeithasol wneud y ffiniau rhwng eich bywyd proffesiynol a'ch bywyd personol yn aneglur. Peidiwch â defnyddio logo a/neu ddynodiad yr ysgol ar gyfrifon personol;
- Wrth osod eich proffil ar-lein, ystyriwch a yw'n briodol ac yn ddoeth i chi gynnwys llun camera, neu roi manylion eich galwedigaeth, cyflogwr neu leoliad gwaith;
- Gwiriwch eich gosodiadau'n rheolaidd a chynnal prawf i ganfod pa mor ddiogel yw'r wybodaeth amdanoch rhag cael ei ddatgelu;
- Cadwch olwg ar eich ôl troed digidol;
- Peidiwch o dan unrhyw amgylchiadau, dderbyn ceisiadau i fod yn ffrind gan unigolyn rydych yn credu y gallai wrthdaro â'ch cyflogaeth;
- Cadwch eich gwybodaeth bersonol yn breifat;
- Adolygwch eich cysylltiadau'n rheolaidd – cyfyngwch hwy i'r rheini y dymunwch fod mewn cyswllt â hwy;
- Wrth bostio neges ar-lein, ystyriwch; Graddfa, Cynulleidfa ac am ba hyd y dymunwch i'r hyn rydych wedi ei bostio aros ar y wefan;
- Os ydych eisiau beirniadu, gwnewch hynny'n gwrtais;
- Cymerwch reolaeth o'ch delweddau – a ydych eisiau cael eich tagio mewn delwedd? Beth a fuasai plant neu rieni yn ei ddweud amdanoch pe gallent weld eich delweddau?
- Gwnewch yn siwr y gwyddoch sut i hysbysu ynghylch problem.

Dylech fod yn ymwybodol y gall defnyddwyr eraill gael mynediad at eich proffil a phe baent yn canfod bod y wybodaeth ac/neu'r delweddau mae'n ei gynnwys yn sarhaus, gallent wneud cwyn yn eich cylch i'ch cyflogwr.

Gallwch gymryd camau os ceir cwynion amdanoch neu y cewch eich sarhau ar wefannau rhwydweithio cymdeithasol. Bydd y rhan fwyaf o wefannau yn cynnwys mecanweithiau i hysbysu ynghylch gweithgaredd sarhaus ac yn rhoi cefnogaeth i ddefnyddwyr sy'n cael eu sarhau gan eraill.

YSGOL: Rheoli cyfrifon cyfryngau cymdeithasol

Yr hyn y dylech ei wneud:

- Gwirio gyda uwch reolwr cyn cyhoeddi cynnwys a all fod â goblygiadau dadleuol i'r ysgol
- Gwadu pob cyfrifoldeb wrth leisio barn bersonol
- Ei gwneud yn eglur pwy sy'n postio'r cynnwys
- Defnyddio cywair priodol a phroffesiynol
- Dangos parch at bob plaid
- Sicrhau y cawsoch ganiatâd i 'rannu' deunyddiau pobl eraill a chydnabod yr awdur
- Lleisio barn ond gan wneud hynny mewn ffordd gytbwys a phwyllog
- Ystyried cyn ymateb i sylwadau ac, os ceir amheuaeth, cael ail farn
- Gofyn am gyngor a hysbysu ynghylch unrhyw gamgymeriadau gan ddefnyddio proses yr ysgol o hysbysu
- Ystyried diffodd tagio pobl mewn delweddau ble bo modd

Pethau i beidio a'u gwneud:

- Peidio a gwneud sylwadau, postio cynnwys neu gysylltu â deunyddiau a fydd yn dwyn anfri ar yr ysgol
- Peidio a chyhoeddi deunydd cyfrinachol neu sy'n fasnachol sensitif
- Peidio a thorri hawlfraint, gwarchod data neu ddeddfwriaeth perthnasol arall
- Ystyried pa mor addas yw cynnwys ar gyfer unrhyw gynulleidfa cyfrifon ysgol, a peidio cysylltu â, gosod neu ychwanegu cynnwys a allai fod yn amhriodol
- Peidio a phostio cynnwys difrïol, difenwol, sarhaus, sy'n aflonyddu neu gwahaniaethol
- Peidio a defnyddio cyfryngau cymdeithasol i wyntyllu cwynion mewnol

Defnydd Amhriodol o'r Cyfryngau Cymdeithasol mewn perthynas â staff a disgyblion yr ysgol os yw'n ymwneud â'r ysgol yn uniongyrchol

Mae angen i'r corff llywodraethol:

sicrhau eu bod wedi mabwysiadu ac wedi diweddaru nifer o bolisïau sy'n ymwneud â 'Diogelwch ar y wê' ynghyd â pholisïau 'Ymddygiad amhriodol tuag at staff ysgol' a 'Delio gyda Chwynion' i'w cyfeirio atynt ar y cyd gyda'r polisi Rhwydweithiau Cymdeithasol.

Cylchredeg yr holl bolisïau i rieni, staff a llywodraethwyr yr ysgol

DEFNYDD AMHRIODOL O GYFRYNGAU CYMDEITHASOL - PROTOCOL MEWNOL AR GYFER STAFF

Mae'r protocol hwn yn amlinellu'r weithdrefn mae'n ofynnol i'r ysgol ei dilyn os ceir sylwadau/negeseuon amhriodol neu anghyfreithlon ar y cyfryngau cymdeithasol mewn cysylltiad â'r ysgol. Yn ogystal â hynny, mae'n cynnwys rhestr wirio ar gyfer staff mewn perthynas â'u defnydd personol a phroffesiynol o gyfryngau cymdeithasol.

Beth yw natur sylwadau/negeseuon amhriodol? Yn unol â Polisi'r Ysgol at Gyfryngau Cymdeithasol, sylwadau amhriodol yw'r rheini sy'n ymwneud naill ai'n uniongyrchol neu'n anuniongyrchol â'r Ysgol sy'n effeithio'n negyddol ar yr Ysgol, ei staff, llywodraethwyr a/neu ddisgyblion.

Pan mae amheuaeth o ddefnydd amhriodol neu ceir adroddiadau: Pan mae amheuaeth o ddefnydd amhriodol o gyfryngau cymdeithasol, neu ceir adroddiadau e.e. gan rieni, dylid cymryd y camau canlynol:

Cam 1:
Sicrhau 'cipiadau sgrin' o'r sylwadau/negeseuon, ynghyd â'r dyddiad a'r amser pan gawsant eu gwneud a'r cyfeiriad URL.
Gallwch roi sicrwydd i'r sawl sy'n hysbysu, na ddatgelir eu henw.
Mae o'r pwysigrwydd pennaf na cheisir talu'r pwyth yn ôl na chynnig sylw/anfon neges mewn ymateb i'r digwyddiad, na chysylltu ag awdur y sylwadau ar yr adeg hon.

Cam 2:
Hysbyswch y Pennaeth ynghylch y mater, gan roi copi o'r dystiolaeth (cam 1).

Cam 3:
Rhaid i'r Pennaeth yna benderfynu ar ba gamau i'w cymryd, yn dibynnu ar natur y sylwadau/negeseuon:

> **Dod a'r Heddlu i mewn**: rhaid i'r Pennaeth hysbysu'r Heddlu ac aros am gyfarwyddiadau pellach ganddynt os yw cynnwys y neges/sylwadau yn anghyfreithlon (e.e. yn cynnwys bygythiadau o ymosod neu drosedd ag iddi gymhelliad hiliol). Rhaid i'r Pennaeth hefyd hysbysu Uned Iechyd a Diogelwch y Cyngor os ceir unrhyw bryderon o ran diogelwch staff neu ddisgybl. Efallai y bydd yr ysgol hefyd yn dymuno ystyried defnyddio eu hawliau i wahardd yr unigolyn oddi ar dir yr Ysgol (os yw hynnyn'n briodol o dan yr amgylchiadau).
>
> **Gweithdrefn fewnol:** Os bernir nad oes angen i'r Heddlu gymryd camau, neu os yw'r Heddlu'n cynghori hynny, dylid delio â'r mater yn fewnol trwy ddilyn y weithdrefn a amlinellir isod.

Gweithdrefn Fewnol

1. Cysylltu â'r awdur
Dylai'r Pennaeth wahodd awdur y sylwadau i gyfarfod yn yr Ysgol, i drafod y mater. Gellir estyn y gwahoddiad wyneb yn wyneb, trwy alwad ffôn neu trwy lythyr (dylid cadw cofnodion o unrhyw gyfathrebu geiriol). Mae llythyr enghreifftiol wedi ei atodi i'r Protocol hwn yn Atodiad A.

Ble ceir peryglon iechyd a diogelwch, efallai bydd y Pennaeth yn penderfynu trafod y mater yn ysgrifenedig gyda'r awdur.

Ble gwnaed y sylwadau/negeseuon yn uniongyrchol yn erbyn y Pennaeth, ac y bernir na fyddai'n briodol i'r Pennaeth geisio datrys y mater, dylai'r Dirprwy Bennaeth ddelio â'r mater, neu os nad oes gan yr ysgol Ddirprwy Bennaeth, dylai Cadeirydd y Corff Llywodraethol wneud hynny.

2. Y Cyfarfod

2.1 Camau Rhagarweiniol:

Cyn cyfarfod â'r unigolyn y gwneir yr honiadau yn ei erbyn, disgwylir i'r Pennaeth gasglu'r holl dystiolaeth a'i groesgyfeirio yn erbyn polisïau'r Ysgol, gan dynnu sylw at y pryderon a'r sail resymegol wrth wraidd yr achos.
Dylai tyst sydd hefyd yn cymryd cofnodion, fynychu'r cyfarfod.

2.2 Yn ystod y cyfarfod:

Mae'n ofynnol i'r Pennaeth nodi disgwyliadau os yw cyfarfod i fod yn llwyddiant yn ogystal â sut y caiff ei gynnal o'r cychwyn.
Dylid egluro y gall defnydd amhriodol o rwydweithiau cymdeithasol gael effaith niweidiol ar yr Ysgol ac ar addysg y disgyblion, trwy beidio â chaniatáu i'r ysgol ddelio'n uniongyrchol ag unrhyw broblemau/pryderon trwy'r weithdrefn cwynion.
Dylid pwysleisio na ellir defnyddio'r Cyfryngau Cymdeithasol yn hollol gyfrinachol gan y gellir rhannu sylwadau preifat hyd yn oed.
Dylid gwneud yr unigolyn yn ymwybodol o'r gyfraith, trwy ddyfynnu'r canlynol:

Adran 1 Deddf Difenwi 2013: Mae unigolyn yn euog o gyflawni trosedd ble mae ef/hi yn cyhoeddi datganiad sy'n peri, neu sy'n debygol o beri, niwed difrifol i enw da'r Hawliwr.
Adran 1 Deddf Cyfathrebiadau Maleisus 1988: Mae unigolyn yn euog o drosedd os yw'n anfon at unigolyn arall: Lythyr, cyfathrebu electronig, neu erthygl o unrhyw ddisgrifiad sy'n cyfleu neges sy'n anweddus, yn hynod sarhaus, bygythiad neu wybodaeth sy'n gelwydd ac y gŵyr neu y cred y sawl sy'n ei anfon ei fod yn gelwydd ... a peri trallod neu bryder i'r sawl sy'n ei dderbyn.

Gofyn i'r unigolyn ddileu'r sylwadau yn dilyn y cyfarfod (gellir gosod cyfyngiad amser er mwyn canfod a yw'r unigolyn wedi cydymffurfio cyn gynted a bo modd).
Noder (os yn berthnasol) y bydd yr aelod o'r staff yr effeithir arno yn cysylltu â'i undeb ef/hi yn uniongyrchol am gyngor a chefnogaeth i ystyried cymryd camau pellach (yn cynnwys camau cyfreithiol), onid y caiff y sylwadau eu dileu'n syth.
Dylid gwahodd yr unigolyn i drafod unrhyw o'i bryderon ef/hi ynglŷn â'r ysgol. Dylai'r unigolyn gael copi o weithdrefn cwynion yr Ysgol ar gyfer ystyriaeth pellach.

2.3 Ymddygiad

Onid yw'r unigolyn yn cydymffurfio â'r disgwyliad i drafod yr achos yn gwrtais, mae'n ofynnol bod y Pennaeth yn ei atgoffa y disgwylir iddo ymddwyn yn gwrtais tra mae ar dir yr ysgol. Os nad yw'n ufuddhau, disgwylir i'r Pennaeth ddod a'r cyfarfod i ben a gofyn i'r unigolyn adael. Os nad yw'r unigolyn yn gadael, dylid galw'r heddlu yn ddiymdroi.

2.4 Yn dilyn y cyfarfod

Bydd cofnodion cryno o'r prif bwyntiau a drafodwyd a'r hyn y cytunwyd arno yn ogystal ag unrhyw gamau disgwyliedig yn cael eu cyd-rannu gyda'r unigolyn yn dilyn y cyfarfod.

3. Y Llythyr

Os penderfynir am resymau iechyd a diogelwch, nad yw'n briodol gwahodd yr unigolyn i'r Ysgol am drafodaeth, dylid anfon llythyr yn lle hynny.

Dylai'r llythyr gynnwys yr un wybodaeth ag a roddid mewn cyfarfod. Dylai'r llythyr nodi anfodlonrwydd yr Ysgol gyda'r digwyddiad, cyfeirio at y papurau cefndir perthnasol a gwahodd yr unigolyn i ddileu'r sylwadau/negeseuon o fewn cyfyngiad amser penodol. Dylid anfon y llythyr trwy ddanfoniad cofnodedig er mwyn sicrhau y derbynnir y llythyr ac er mwyn osgoi unrhyw daeru gan yr unigolyn yn nes ymlaen. Mae Llythyr enghreifftiol wedi ei atodi i'r Protocol hwn yn Atodiad B.

4. Camau pellach

Os nad yw'r cyfarfod yn llwyddiant, neu nad yw'r unigolyn wedi dileu'r sylwadau/negeseuon o fewn y terfyn amser penodedig, y dewis nesaf sydd ar gael yw hysbysu gweinyddwyr y wefan o'r sylwadau. Er mwyn gwneud hynny, byddach angen cael y cyfeiriad URL, dyddiad(au) ac amser(oedd) y sylw(adau) a chyfeirio at dermau defnydd o'r wefan a nodi pa rai sydd wedi cael eu torri. Gall y broses hon gymryd ychydig o wythnosau, yn ddibynnol ar y wefan. Awgrymir bod yr ysgol yn defnyddio ei chyfrif ei hun i hysbysu ynghylch y mater, yn hytrach na chyfrif personol aelodau'r staff.

5. Camau Cyfreithiol

Os defnyddiwyd yr holl opsiynau eraill, a bod y sylwadau yn dal i bryderu aelodau unigol o'r staff, y cam olaf pan fo popeth arall wedi methu fyddai cymryd camau cyfreithiol. Byddai'n rhaid i'r aelod o'r staff gymryd y cam cyfreithiol gyda chefnogaeth ac arweiniad undeb gydnabyddedig. Oherwydd cyfyngiadau cyfreithiol, ni all yr Awdurdod Addysg Lleol gymryd unrhyw gamau cyfreithiol yn erbyn unigolion eraill ar ran aelod o'r staff. Byddai'n rhaid I'r unigolyn gynrychioli ei hun mewn achos cyfreithiol. Fodd bynnag, efallai gall cyfreithiwr yr AALl roi arweiniad cychwynnol.

Rhestr wirio ar gyfer Staff wrth Reoli Defnydd Personol o'r Cyfryngau Cymdeithasol

- Does "dim byd" ar gyfryngau cymdeithasol yn wirioneddol breifat;
- Gall cyfryngau cymdeithasol wneud y ffiniau rhwng eich bywyd proffesiynol a'ch bywyd personol yn aneglur. Peidiwch â defnyddio logo a/neu ddynodiad yr ysgol ar gyfrifon personol;
- Wrth osod eich proffil ar-lein, ystyriwch a yw'n briodol ac yn ddoeth i chi gynnwys llun camera, neu roi manylion eich galwedigaeth, cyflogwr neu leoliad gwaith;
- Gwiriwch eich gosodiadau'n rheolaidd a chynnal prawf i ganfod pa mor ddiogel yw'r wybodaeth amdanoch rhag cael ei ddatgelu;
- Cadwch olwg ar eich ôl troed digidol;
- Peidiwch o dan unrhyw amgylchiadau, dderbyn ceisiadau i fod yn ffrind gan unigolyn rydych yn credu y gallai wrthdaro â'ch cyflogaeth;
- Cadwch eich gwybodaeth bersonol yn breifat;
- Adolygwch eich cysylltiadau'n rheolaidd – cyfyngwch hwy i'r rheini y dymunwch fod mewn cyswllt â hwy;
- Wrth bostio neges ar-lein, ystyriwch; Graddfa, Cynulleidfa ac am ba hyd y dymunwch i'r hyn rydych wedi ei bostio aros ar y wefan;
- Os ydych eisiau beirniadu, gwnewch hynny'n gwrtais;
- Cymerwch reolaeth o'ch delweddau – a ydych eisiau cael eich tagio mewn delwedd? Beth a fuasai plant neu rieni yn ei ddweud amdanoch pe gallent weld eich delweddau?
- Gwnewch yn siwr y gwyddoch sut i hysbysu ynghylch problem.
- Byddwch yn ymwybodol y gall defnyddwyr eraill gael mynediad at eich proffil ac os canfyddant bod y wybodaeth a/neu'r delweddau mae'n ei gynnwys yn sarhaus, gallant gwyno amdanoch wrth eich cyflogwr.

LLYTHYR ENGHREIFFTIOL (GWAHODDIAD I GWRDD Â'R PENNAETH)

Annwyl Riant,

Daeth i'm sylw bod sylwadau amhriodol wedi eu gwneud ar wefan ******* gennych mewn perthynas â'r ysgol a/neu ddisgyblion/staff. Mae sylwadau fel y rhain yn groes i bolisi cyfryngau cymdeithasol yr ysgol, y cawsant eu dosbarthu i bob rhiant ar *********.
Felly, estynnaf wahoddiad i chi gwrdd â mi yn yr ysgol ar ********, i drafod y mater ymhellach, datrys unrhyw faterion/bryderon a all fod gennych a chytuno ar ffordd ymlaen.
Os nad yw'r dyddiad/amser uchod yn gyfleus i chi, cysylltwch â'r ysgol ar ******* i drefnu dyddiad neu amser arall. Os nad ydych yn mynychu'r cyfarfod hwn, bydd yn rhaid i mi gymryd camau pellach mewn perthynas â'r sylwadau hyn.

Yr eiddoch yn gywir,

LLYTHYR ENGHREIFFTIOL (LLYTHYR CAM 1 OS NAD YW'R DEWIS O GYFARFOD YN BRIODOL NEU OS NAD YW RHIANT YN MYNYCHU'R CYFARFOD A DREFNWYD)

Annwyl Riant,

Daeth i'm sylw bod sylwadau amhriodol wedi eu gwneud ar wefan ******* gennych mewn perthynas â'r ysgol a/neu ddisgyblion/staff. Mae copi o'r sylwadau hynny yn amgaeedig [COPI O GIPLUN SGRIN OS GELLIR CADW ENW'R SAWL SY'N HYSBYSU NEU DDEILYDD CYFRIF YN ANHYSBYS] gyda'r llythyr hwn er mwyn gallu cyfeirio ato'n rhwydd, a chyfeiriaf yn benodol at y sylw(adau) canlynol a wnaed:
[RHOWCH Y DARNAU PERTHNASOL I MEWN GYDA'R DYDDIAD A'R AMSER Y CAWSANT EU GWNEUD]
Mae sylwadau o'r fath yn groes i bolisi cyfryngau cymdeithasol yr ysgol, a gafodd ei ddosbarthu i bob rhiant ar *********, ac sydd hefyd wedi ei amgau gyda'r llythyr hwn. Gall sylwadau amhriodol mewn perthynas â'r ysgol/disgyblion/staff [ADDASU FEL BO'N BRIODOL] ar gyfryngau cymdeithasol gael effaith niweidiol ar yr ysgol ac ar addysg disgyblion trwy beidio a chaniatáu i'r ysgol ddelio'n uniongyrchol ag unrhyw broblemau/pryderon a all fod gennych trwy ddefnyddio'r cyfryngau priodol.
Yn ogystal â hynny, gallai unrhyw un sy'n postio sylwadau amhriodol ynghylch ysgolion/staff/disgyblion, wynebu camau cyfreithiol pan mae eu sylwadau yn niweidio enw da neu'n peri trallod i unigolion.
Yng ngoleuni'r uchod, ac yn unol â pholisi'r ysgol, gofynnaf felly i chi ddileu'r sylwadau y cyfeirir atynt uchod erbyn 6yh ar ………… [GAN SICRHAU BOD Y DYDDIAD/AMSER A GYNIGIR YN REALISTIG H.Y. CANIATAU 48 AWR AR ÔL POSTIO).
Os nad ydych yn dileu'r sylwadau, bydd yn rhaid i'r ysgol gymryd camau pellach a cheisir cyngor cyfreithiol.
[OS YN BERTHNASOL] Noder bydd yr aelod(au) o'r staff yr effeithir arnynt hefyd yn cysylltu'n uniongyrchol â'i undeb ef/hi/hwy i gael eu cyngor a'u cefnogaeth ac ystyried cymryd camau pellach (sy'n cynnwys camau cyfreithiol) onid ydych yn dileu'r sylwadau.
Mewn perthynas â'r materion/pryderon rydych yn cyfeirio atynt yn eich sylwadau, rwyf yn eich annog yn gryf i ddefnyddio gweithdrefn cwynion yr ysgol fel y gellir ystyried y mater hwn yn ffurfiol a chael datrysiad priodol. Amgaeaf daflen gweithdrefn cwynion yr ysgol er gwybodaeth ac ystyriaeth.
Gobeithio gellir datrys y mater yn gyflym, ac y gallwn gydweithio i ddatrys unrhyw bryderon a all fod gennych.
[ADDASU UNRHYW RAN FEL BO'N BRIODOL I'R AMGYLCHIADAU, CYSYLLTWCH Â CHYFREITHIWR ADDYSG Y SIR I DDARLLEN PROFLENNI NEU AM ARWEINIAD PELLACH]

1. Background

Social media (e.g. Facebook, Twitter, LinkedIn) is a broad term for any kind of online platform which enables people to directly interact with each other.
The school recognises the numerous benefits and opportunities which a social media presence offers. Staff, parents/carers and pupils/students are actively encouraged to find creative ways to use social media. However, there are some risks associated with social media use, especially around the issues of safeguarding, bullying and personal reputation. This policy aims to encourage the safe use of social media by the school, its staff, parents, carers and children.

1.1 This policy:

- Applies to all staff and to all online communications which directly or indirectly, represent the school.
- Applies to such online communications posted at any time and from anywhere.
- Encourages the safe and responsible use of social media through training and education
- Defines the monitoring of public social media activity pertaining to the school

The school respects privacy and understands that staff and pupils/students may use social media forums in their private lives. However, personal communications likely to have a negative impact on professional standards and/or the school’s reputation are within the scope of this policy.

1.2 **Professional communications** are those made through official channels, posted on a school account or using the school name. All professional communications are within the scope of this policy.

1.3 **Personal communications** are those made via a personal social media accounts. In all cases, where a personal account is used which associates itself with the school or impacts on the school, it must be made clear that the member of staff is not communicating on behalf of the school with an appropriate disclaimer. Such personal communications are within the scope of this policy.

1.4 Personal communications which do not refer to or impact upon the school are outside the scope of this policy.

1.5 Digital communications with pupils/students are also considered. Staff may use social media to communicate with learners via a school social media account for teaching and learning purposes but must consider whether this is appropriate and consider the potential implications.

2. Roles & Responsibilities

2.1 Management Team

- Facilitating training and guidance on Social Media use.
- Developing and implementing the Social Media policy
- Taking a lead role in investigating any reported incidents.
- Making an initial assessment when an incident is reported and involving appropriate staff and external agencies as required.
- Receive completed applications for Social Media accounts
- Approve account creation
- School Administrator

- Create the account following SLT approval
- Store account details, including passwords securely
- Be involved in monitoring and contributing to the account

2.2 Staff

- Know the contents of and ensure that any use of social media is carried out in line with this and other relevant policies
- Attending appropriate training
- Regularly monitoring, updating and managing content he/she has posted via school accounts
- Adding an appropriate disclaimer to personal accounts when naming the school

3. Process for creating new accounts

The school community is encouraged to consider if a social media account will help them in their work, e.g. a local history Twitter account, or a "Friends of the school" Facebook page. Anyone wishing to create such an account must present a business case to the School Management Team (SMT) which covers the following points:-

The aim of the account
The intended audience
How the account will be promoted
Who will run the account (at least two staff members should be named)
Will the account be open or private/closed

Following consideration by the SMT an application will be approved or rejected. In all cases, the SLT must be satisfied that anyone running a social media account on behalf of the school has read and understood this policy and received appropriate training. This also applies to anyone who is not directly employed by the school, including volunteers or parents.

4. Monitoring

School accounts must be monitored regularly and frequently. Any comments, queries or complaints made through those accounts must receive prompt attention in line with school expectations even if the response is only to acknowledge receipt. Regular monitoring and intervention is essential in case a situation arises where bullying or any other inappropriate behaviour arises on a school social media account.

5. Behaviour

The school requires that all users using social media adhere to the standard of behaviour as set out in this policy and other relevant policies.
Digital communications by staff must be professional and respectful at all times and in accordance with this policy. Staff will not use social media to infringe on the rights and privacy of others or make ill-considered comments or judgments about staff. School social media accounts must not be used for personal gain. Staff must ensure that confidentiality is maintained on social media even after they leave the employment of the school.
Users must declare who they are in social media posts or accounts. Anonymous posts are discouraged in relation to school activity.

If a journalist makes contact about posts made using social media staff must bring this to the immediate attention of a member of the SMT and only respond following advice.
Unacceptable conduct, (e.g. defamatory, discriminatory, offensive, harassing content or a breach of data protection, confidentiality, copyright) will be considered extremely seriously by the school and will be reported as soon as possible to a relevant senior member of staff, and escalated where appropriate.

The use of social media by staff while at work may be monitored, in line with school policies. The school permits reasonable and appropriate access to private social media sites. However, where excessive use is suspected, and considered to be interfering with relevant duties, disciplinary action may be taken
The school will take appropriate action in the event of breaches of the social media policy. Where conduct is found to be unacceptable, the school will deal with the matter internally. Where conduct is considered illegal, the school will report the matter to the police and other relevant external agencies, and may take action according to the disciplinary policy.

6. Legal considerations

Users of social media should consider the copyright of the content they are sharing and, where necessary, should seek permission from the copyright holder before sharing.
Users must ensure that their use of social media does not infringe upon relevant data protection laws, or breach confidentiality.

7. Handling abuse

When acting on behalf of the school, handle offensive comments swiftly and with sensitivity.
If a conversation turns and becomes offensive or unacceptable, school users should bring this to the immediate attention of the SMT.
If you feel that you or someone else is subject to abuse by colleagues through use of a social networking site, then this action must be reported using the agreed school protocols.

8. Tone

The tone of content published on social media should be appropriate to the audience, whilst retaining appropriate levels of professional standards. Key words to consider when composing messages are:

Engaging
Conversational
Informative
Friendly (on certain platforms, e.g. Facebook)

9. Use of images

School use of images can be assumed to be acceptable, providing the following guidelines are strictly adhered to:

- Permission to use any photos or video recordings should be sought in line with the school's digital and video images policy. If anyone, for any reason, asks not to be filmed or photographed then their wishes should be respected.
- Under no circumstances should staff share or upload student pictures online other than via school owned social media accounts
- Staff should exercise their professional judgement about whether an image is appropriate to share on school social media accounts. Students should be appropriately dressed, not be

subject to ridicule and must not be on any school list of children whose images must not be published.

10. Personal use

10.1 Staff

Personal communications are those made via a personal social media accounts. In all cases, where a personal account is used which associates itself with the school or impacts on the school, it must be made clear that the member of staff is not communicating on behalf of the school with an appropriate disclaimer. Such personal communications are within the scope of this policy.
Personal communications which do not refer to or impact upon the school are outside the scope of this policy.
Where excessive personal use of social media in school is suspected, and considered to be interfering with relevant duties, disciplinary action may be taken.
The school permits reasonable and appropriate access to private social media sites. Staff, however, should not access social media sites or leave these running in the background during working time, for personal use, on any devices within their control.

10.2 Pupil/Students

Staff are not permitted to follow or engage with current pupils/students of the school on any personal social media network account.
The school's education programme should enable the pupils/students to be safe and responsible users of social media.
Pupils/students are encouraged to comment or post appropriately about the school. Any offensive or inappropriate comments will be resolved by the use of the school's behaviour policy

10.3 Parents/Carers

If parents/carers have access to a school learning platform where posting or commenting is enabled, parents/carers will be informed about acceptable use.
The school has an active parent/carer education programme which supports the safe and positive use of social media. This includes information on the school website.
Parents/Carers are encouraged to comment or post appropriately about the school. In the event of any offensive or inappropriate comments being made, a member of the SMT will ask the parent/carer to remove the post and invite them to discuss the issues in person. If necessary, parents will be referred to the school's complaints procedures.

11. Monitoring posts about the school

As part of active social media engagement, it is considered good practice to pro-actively monitor the Internet for public postings about the school.
The school should effectively respond to social media comments made by others according to a defined process. (Appendix 4)

STAFF: Managing your personal use of Social Media:

- "Nothing" on social media is truly private;
- Social media can blur the lines between your professional and private life. Don't use the school logo and/or branding on personal accounts;
- When setting up your profile online consider whether it is appropriate and prudent for you to include a photograph, or provide occupation, employer or work location details;
- Check your settings regularly and test your privacy;
- Keep an eye on your digital footprint;
- Do not under any circumstances accept friend requests from a person you believe could conflict with your employment;
- Keep your personal information private;
- Regularly review your connections – keep them to those you want to be connected to;
- When posting online consider; Scale, Audience and Permanency of what you post;
- If you want to criticise, do it politely;
- Take control of your images – do you want to be tagged in an image? What would children or parents say about you if they could see your images?
- Know how to report a problem.

Be aware that other users may access your profile and if they find the information and/or images it contains offensive, make a complaint about you your employer.
You can take action if you find yourself the target of complaints or abuse on social networking sites. Most sites will include mechanisms to report abusive activity and provide support for users who are subject to abuse by others.

SCHOOL: Managing school social media accounts

The Do's:

- Check with a senior manager before publishing content that may have controversial implications for the school;
- Use a disclaimer when expressing personal views;
- Make it clear who is posting content;
- Use an appropriate and professional tone;
- Be respectful to all parties;
- Ensure you have permission to 'share' other peoples' materials and acknowledge the author;
- Express opinions but do so in a balanced and measured manner;
- Think before responding to comments and, when in doubt, get a second opinion;
- Seek advice and report any mistakes using the school's reporting process, and
- Consider turning off tagging people in images where possible.

The Don'ts:

- Don't make comments, post content or link to materials that will bring the school into disrepute;
- Don't publish confidential or commercially sensitive material;
- Don't breach copyright, data protection or other relevant legislation;
- Consider the appropriateness of content for any audience of school accounts, and don't link to, embed or add potentially inappropriate content;
- Don't post derogatory, defamatory, offensive, harassing or discriminatory content, and
- Don't use social media to air internal grievances.

Inappropriate Use of Social Media as regards school staff and pupils If directly related to the school.

The governing body need to ensure:

that they have adopted and up-dated several policies linked to 'Internet safety' and policies on 'Unsuitable behaviour towar
ds school staff' and 'Handling Complaints' to jointly refer to with the Social Networks policy
Disseminate all the policies to parents, staff and school governors

INAPPROPRIATE USE OF SOCIAL MEDIA - INTERNAL PROTOCOL FOR STAFF

This Protocol sets out the procedure the school must follow in the event of inappropriate or illegal comments / posts being made on social media in connection with the school. Furthermore, it contains a checklist for staff in relation to their personal and professional use of social media.

What constitutes inappropriate comments / posts? In accordance with the School Social Media Policy, inappropriate comments are those which are directly or indirectly related to the School which have the effect of negatively impacting the School, its staff, governors and /or pupils.

When inappropriate use is suspected or reports are made: When inappropriate use of social media is suspected or reports are made e.g. by parents, the following steps should be taken:

Step 1:
Obtain 'screen-shots' of the comments / posts, along with the date and time when they were made and URL address.
You can assure the person making the report that they will remain anonymous.
It is extremely important that no attempt is made to take revenge or comment / post in response to the incident, or contact the author of the comments at this stage.

Step 2:
Report the matter, along with a copy of the evidence (step 1) to the Head Teacher.

Step 3:
The Head Teacher must then decide the appropriate course of action depending on the nature of the comments / posts:

> **Police Involvement:** the Head Teacher must inform the Police and await further instructions from them if the content of the post / comments is of an illegal nature (e.g. contains threats of assault or a racially motivated offence). The Head Teacher must also inform the Council's Health and Safety Unit if there are any concerns in relation to staff or pupil safety. The School may also wish to consider to use their rights to exclude the individual from School grounds (if this is appropriate in the circumstances).
>
> **Internal procedure:** If Police action is not deemed necessary or if the Police advise, the matter should be dealt with internally by following the procedure set out below.

Internal Procedure

1. Contacting the author

The Head Teacher should invite the author of the comments to a meeting at the School in order to discuss the matter. This invitation can be made in person, by telephone or by letter (records should be kept of any communication which took place verbally). A template letter is attached to this Protocol at **Annex A.**

Where there are health and safety risks involved, the Head Teacher may decide to discuss the matter in writing with the author.

Where the comments / posts were made directly against the Head Teacher and it is felt that it would not appropriate for the Head Teacher to attempt to resolve the matter, it should be dealt with my the Deputy Head Teacher, or if there is no such position within the School, the Chair of the Governing Body.

2. The Meeting

2.1 Preliminaries:

Before meeting the individual concerned, the Head Teacher is expected to gather all the evidence and cross-reference it against the School's policies, highlighting the concerns and underlying rationale.
A witness who is also a minute taker should attend the meeting.

2.2 During the meeting:

The Head Teacher is required to note the expectations regarding a successful meeting as well as how it is held from the outset.
It should be explained that inappropriate use of social networks can have a detrimental impact on the School as well as on the pupils' education, through not allowing the school to directly address any problems/concerns through the grievance procedure.
The point should be made that there is nothing wholly confidential when using Social Media as even private comments can be shared.
The individual should be made aware of the law, through quoting the following:

Section 1 Defamation Act 2013: An individual is guilty of an offence where he/she publishes a statement that causes, or is likely to cause, serious harm to the reputation of the Claimant.
Section 1 Malicious Communications Act 1988: An individual is guilty of an offence if he sends to another person: A letter, electronic communication or article of any description which conveys a message which is indecent, grossly offensive, a threat or information which is false and known or believed to be false by the sender…and causes distress or anxiety to the recipient.

Ask the individual to delete the comments following the meeting (a time-limit can be given in order to establish the individuals compliance as soon as possible).
Note (if relevant) that the member of staff affected will directly contact his/her union to receive their advice and support to consider taking further action (which include legal action) unless the comments are immediately deleted.
The individual should be invited to discuss any of his/her concerns regarding the School. The individual should receive a copy of the School's complaints procedure for further consideration.

2.3 Behaviour

If the individual does not comply with the expectation to courteously discuss the case, the Head Teacher is required to remind him that he is expected to behave courteously whilst on the school premises. If there is non-compliance, the Head Teacher is expected to bring the meeting to an end and ask the individual to leave. If the individual is unwilling to leave, the police should be summoned immediately.

2.4 After the meeting

Summarized minutes of the main points for discussion and what was agreed on as well as any expected action will be shared with the individual following the meeting.

3. The Letter

If it is decided, for health and safety reasons that it is not appropriate to invite the individual to the School for discussion, a letter should be sent instead.
The letter should contain the same information as would be given in a meeting. The letter should note the School's dissatisfaction with the incident, refer to the relevant background papers and invite the individual to delete the comments / posts within a certain time-limit. It is advised that the letter should be sent via Recorded Delivery to ensure that the letter is received and to avoid any dispute by the individual at a later point. A template letter is attached to this Protocol at Annex B.

4. Further Action

If the meeting was unsuccessful, or that the individual has failed to remove the comments / posts made within the time-limit given, the next option available is to report the comments to the website administrators. In order to do this, you will need the URL address, date(s) and time(s) of the comment(s) and refer to the websites' terms of use and specify which ones have been breached. This process may take a few weeks, depending on the website itself. It is suggested that the school uses its own account to report the matter, as opposed to using a staff members' personal account.

5. Legal Action

If all other options have been exhausted, and the comments continue to be a cause for concern for individual members of staff, the option of last resort would be to take legal action. Any legal measure would have to be taken by the staff member with a recognised union's support and guidance. Due to legal constraints, the Local Education Authority cannot take any legal action against other individuals on behalf of a member of staff. Any legal representation would have to be sought in a personal capacity. However, the LEA solicitor may be able to provide initial guidance.

Checklist for Staff in Managing Personal Use of Social Media

- "Nothing" on social media is truly private;
- Social media can blur the lines between your professional and private life. Don't use the school logo and/or branding on personal accounts;
- When setting up your profile online consider whether it is appropriate and prudent for you to include a photograph, or provide occupation, employer or work location details;
- Check your settings regularly and test your privacy;
- Keep an eye on your digital footprint;
- Do not under any circumstances accept friend requests from a person you believe could conflict with your employment;
- Keep your personal information private;
- Regularly review your connections – keep them to those you want to be connected to;
- When posting online consider; Scale, Audience and Permanency of what you post;
- If you want to criticise, do it politely;
- Take control of your images – do you want to be tagged in an image? What would children or parents say about you if they could see your images?;
- Know how to report a problem;
- Be aware that other users may access your profile and if they find the information and/or images it contains offensive, make a complaint about you your employer.

TEMPLATE LETTER (INVITATION TO MEET WITH HEAD TEACHER)

Dear Parent,

It has come to my attention that inappropriate comments have been made on ******* website by yourself in relation the school and /or pupils / staff. Comments such as these are contrary to the school's social media policy, which was circulated to all parents on *********.
I am therefore inviting you to meet with me at the school on ********, to discuss this matter further, resolve any issues / concerns you may have and agree a way forward.
If the above date /time is not convenient for you, please contact the school on ******* to arrange an alternative date or time. If you do not attend this meeting, I will have no option but to take further action in relation to these comments.

Yours sincerely,

TEMPLATE LETTER (STEP 1 LETTER IF OPTION OF MEETING IS NOT APPROPRIATE OR IF PARENT FAILS TO TURN UP FOR THE ARRANGED MEETING)

Dear Parent,

It has been brought to my attention that inappropriate comments have been made on ******* website by yourself in relation the school and /or pupils / staff. A copy of the these comments are enclosed [COPY OF SCREEN-SHOT IF INFORMER OR ACCOUNT HOLDER'S IDENTITY CAN BE KEPT ANONYMOUS] with this letter for ease of reference, and I specifically refer to the following comment(s) made:
[INSERT THE RELEVANT EXTRACTS WITH DATE AND TIME THEY WERE MADE]
Comments such as these are contrary to the school's social media policy, which was circulated to all parents on *********, and which is also enclosed with this letter. Inappropriate comments in relation to the school / pupils / staff [ADAPT AS APPROPRIATE] on social media can have a detrimental impact on the school as well as on pupils' education by not allowing the school to directly address any problems / concerns you may have through the appropriate channels.
Furthermore, anyone who posts inappropriate comments about schools / staff / pupils could face legal action when their comments harms reputations or causes distress to individuals.
In light of the above, and in accordance with the school policy, I therefore request that you delete the comments referred to above by 6pm on ………………….. [ENSURE THAT THE DATE / TIME PROPOSED ARE REALISTIC I.E. ALLOW 48HOURS AFTER POSTING).
If you fail to remove the comments, further action will have to be taken by the school and legal advice will be sought. [IF RELEVANT] Please note that the member(s) of staff affected will also directly contact his/her/their union to receive their advice and support and consider taking further action (which includes legal action) if you fail to remove the comments.
In relation to the issues / concerns which you refer to in your comments, I would strongly encourage you to use the school's complaints procedure so that this matter can be formally considered and resolved in an appropriate manner. I enclose the school's complaints procedure leaflet for your information and consideration.
I hope this matter can be brought to a swift conclusion, and that we can work together to resolve any concerns you may have.
[ADAPT ANY PART AS APPROPRIATE TO THE CIRCUMSTANCES, PLEASE CONTACT THE COUNCIL'S EDUCATION SOLICITOR FOR PROOF-READING OR FURTHER GUIDANCE]