Policy For School Web Publishing 2014

Definition

This policy refers to all methods of publishing content on the World Wide Web which include "web 2.0" methods such as chat rooms, discussion forums, podcasts, weblogs (blogs), video podcasts as well as more conventional communication methods such as SMS and MMS text and email. This list is not exclusive and is intended to cover current and future developments that fall within the umbrella terms of web publishing and mobile phone technologies. The materials published using such systems will be referred to below as "the materials"

1. All materials will be checked for suitability by a member of teaching staff before broadcast.

2. Pupils will not be involved in uploading content unless they are under the close supervision of a knowledgeable member of staff.

3. In order to ensure risks in relation to child protection issues are minimised, images of students will not be accompanied (either visually or orally) by their full name. File names will not contain student names. Full names of students and their year group may be contained within the materials when images are not present but other personal information will be avoided unless it is relevant to the subject matter. In simple terms full names will not be used in conjunction with other information which explicitly identifies the child, such as image, address etc.

4. Where there is a facility for anybody accessing a site to leave a comment on the site; an authorised member of staff will monitor all comments, within an unpublished holding location before the comments are formally published. This will be to complement the electronic filtering systems present within school settings. All complaints will be responded to as soon as possible after consultation between the authorised teacher and the designated senior manager. All complaints and the school responses will be retained.

5. Any materials contributed for inclusion in any electronic media are done so on the clear understanding that they then become the intellectual copyright of the school and that they are likely to be edited and may be reused at a later date in another context. This will be made clear to parents/guardians when consent is sought.

6. Any music, jingles, text, images etc which are included in the materials from sources other than the school or local community must be used in accordance with British copyright law. Permission of the owners to use copyrighted material will be acknowledged on the site and within the item.

7. Members of the local community, past pupils and staff and partner schools will also be encouraged to contribute articles that are relevant to students.

8. The production of materials involving interviews in curricular and extra-curricular activities will be encouraged where relevant.

9. It must be accepted that the school will be operating policies that are to promote the safety and security of its pupils but that outside of school similar constraints can be, much laxer. The school will therefore promote the acceptable ways of working underpinning the above policy to pupils when they use any personal communication methods and devices outside of the direct supervision provided by the school.

10. Parents consent is sought on our admission forms for web publication.

This policy has been approved by the governors of Willerby Carr Lane Primary.

Signed: . . . .   date: . . . .