



GUILDFORD HIGH SCHOOL

4-21 USE OF TECHNOLOGY

POLICY STATEMENT

The use of ICT at Guildford High School is primarily to enhance learning through the use of established and innovative technologies. Our mission is to provide a first class education to academically able girls. We therefore aim to promote new and exciting technology to make our classrooms even more stimulating environments, and to enhance independent learning.

Guildford High School's aim is to use ICT, where appropriate:

- To enhance the learning experience of our pupils
- To facilitate best teaching practice by teachers, both in the classroom and in their assessment of pupils' progress
- To improve effectiveness, achieve efficiencies and promote best practices in administrative systems.

To support our mission, Guildford High School has a number of policies and procedures in place to guide and support those who use ICT. Both pupils and teachers have access to computer resources, e-learning, Wide Area Network (WAN) that ensure safe, secure and timely access to e-mail, e-learning resources and educational software.

However, we are mindful that technological safeguards go hand-in hand with promotion of best practice, responsible and appropriate usage and so our ICT policy and procedures documents are intended to promote positive outlook and behaviour regarding responsible ICT usage and Internet safety. These are the responsibility of every member of staff: teaching, administration and support. This policy applies to all members of our school community, including those in our EYFS setting. The school is committed to ensuring that the application of this policy is non-discriminatory, in line with the UK Equality Act (2010). Further details are available in the school's Equal Opportunities Policy.

This policy is reviewed annually, or more often if legislation changes or events require, by the Deputy Head (Academic), in discussion with the Senior Teacher – Digital Strategy, the Network Manager and the Database Manager. The next date for review is November 2019.

All members of staff have to sign the Receipt of Policies form when they join the school, which acknowledges that they have read this policy. Staff are required to read and sign again following substantive policy updates.

This policy should be read in conjunction with:

- Child Protection Policy
- Code of Conduct
- UCST disciplinary procedures
- Privacy Notice
- Confidentiality Policy
- Behaviour and Discipline Policy
- Care and Consideration: Anti-Bullying Policy

THE IT SUPPORT TEAM

| Name | Position | Location |
|------------------|---------------------------|-------------------------|
| Charles Baddock | Network Manager | Network Manager Office |
| Luke Jupp | Assistant Network Manager | ICT 2 |
| Rosana Vilaplana | MIS | Harper House (upstairs) |
| Martin Comfort | IT Systems Administrator | Junior staffroom |
| Steve Simpson | AV and IT Technician | Upstairs staffroom |
| Joonas Arola | Technician (Part time) | Harper House (upstairs) |

Additionally, there is the AV team:

| Name | Position | Location |
|-----------------|-----------------------|--------------------|
| Conor Brown | AV | Upstairs staffroom |
| Georgie Elliott | Multimedia Technician | Media Suite |

Technical support can be requested by e-mail (ghsitsupport@guildfordhigh.co.uk), by phone or in person. If the request is not urgent, a completion date should be included. IT Support aim to respond to requests for assistance in lessons within ten minutes.

PUPIL DEVICES

Pupils are expected to take care of their school iPads:

- All Senior and Junior School pupils in Years 3 and above should take their iPads home with them and bring them to school each day, charged and ready for use.
- iPads must stay in their cases at all times.
- Pupil iPads must have a name label clearly displayed on the back. This is provided when the device is first given to the pupil, but replacements can be requested from the IT Support team.
- Nothing else should be stuck onto the case or onto the iPad itself, although it is acceptable to display pictures through the clear window on the back of the case.
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- iPads and chargers should not be left unattended around the school – they should be with the pupil or in their bag.
- Loss or damage should be reported to the IT Support team as soon as possible.
- iPads must be password protected. Pupils should not allow others to have unsupervised access to their device, and they must not attempt to gain access to devices belonging to other pupils or staff members.

The apps and settings on pupil iPads are controlled by AirWatch, the Mobile Device Management system. Pupils have access to apps that have been automatically sent to them as well as some that we have selected to be available to download via the GHS Catalogue.

During lessons, iPads should be used as instructed by the teacher. When not in use, it is good practice for the cases to be closed so that the screen is not visible.

When communicating electronically with staff, pupils should always use their GHS e-mail accounts. Junior School pupils do not have access to a school e-mail account.

iPads must not be used by pupils when they are walking around in school corridors, and they must not be used in Stocks Hall during break or lunchtime.

The school does not take any responsibility for the security of pupils' personal devices. For Years 7 to 11, any mobile phones brought into school must be in lockers between 08:30 16:00. Failure to comply with this rule will be sanctioned with a detention. Sixth Form pupils may keep their mobile phones with them, but they should not be out during lessons. Very few Junior School pupils bring a phone to school, but those who do should give their phone to their teacher at the start of the day.

PHOTOGRAPHY

Staff are encouraged to use school devices to take photos and videos of school trips and events. These can be shared publicly via the GHS Trips Twitter account or a departmental account (see *Social Media – professional use*), used in displays around the school, passed on to the Marketing team for use in promotional material, or saved on the Photos drive. Once the material has been saved or shared as

necessary, it should be deleted from the device on which it was taken. When taking photos or videos, staff should:

- Only use school devices.
- Be aware of the Do Not Photograph list (a small number of pupils who must not appear in any school photography) – this can be found on the intranet under *Useful Documents*.
- Where possible, avoid focussing on an individual pupil.
- Inform parents before a trip if a particular account (usually @GHSTrips) is going to be used to share photos, videos and other information about it.

With the exception of those on the Do Not Photograph list, all pupils' parents have signed the Photography and Film Consent Form (see Appendix 4), confirming willingness for daughters to appear in photos. Additionally, specific consent is required if images of a pupil are to be used as part of a large advertising campaign or promotional film.

It is accepted that parents may wish to take photos or videos of their daughters at school events. This should be done discreetly, without disturbing performers or other spectators. Where possible, footage should focus only on their own child. Any media containing images of other pupils must not be shared online without the explicit consent of all involved.

Pupils must never film or photograph staff or other pupils without their knowledge, nor should they film or photograph anybody who expresses any unhappiness in being recorded in this way.

Children in the EYFS setting must not be filmed or photographed by any parents or pupils. Cameras must never be used in changing areas or bathroom facilities.

SOCIAL MEDIA – PROFESSIONAL USE

Members of staff may wish to use social media in a professional capacity, for example running a departmental Twitter account or writing an educational blog. Where accounts are publicly visible and the user is identifiable as a member of GHS staff, all content reflects on the school and must remain professional. Members of staff wishing to begin using social media for professional use should read the guidelines (Appendix 3) and seek advice from the Director of Marketing.

Social media can be extremely effective as a promotional tool, for professional development and for sharing engaging content with pupils. Active school Twitter accounts such as @GuildfordHigh, @GHSTrips, @GHSMaths, @MusicGHS, @ghs_classics, @GHSSeniorSport and @GHSjuniorsport are all good examples of this.

When using a social media account professionally, staff should:

- Use strong passwords.
- Password protect any devices with access to the account so that a third party gaining control of a device could not make posts on their behalf.
- Share the log-in details with the Director of Marketing.

- Proof-read posts to ensure correct spelling and grammar.
- Be wary of automated location tagging.
- Avoid sharing overtly political content.
- Be aware that sharing inappropriate content (foul language, inappropriate images, racist/sexist/homophobic or otherwise prejudiced content) is likely to result in disciplinary action.
- Avoid using copyrighted photos or written content without permission or crediting the source.
- Be careful to check that any material shared from other sources does not contain inappropriate content (for example, when sharing a link to another site or re-tweeting another account).
- Not follow any pupil accounts, with the exception of those that are set up explicitly for school projects, e.g. a Young Enterprise team.
- Report any concerns, such as hacking, trolling or inappropriate contact from pupils, to the Director of Marketing and SMT immediately.

When sharing photos and videos of pupils online, staff must follow the guidelines in the *Photography* section above. Additionally:

- The name of a pupil must not appear alongside an image of them (this includes any name badges that may be visible on a pupil's clothing or equipment – if necessary, these must be blurred before the image is shared).
- If the photo is of pupil work, rather than the pupil themselves, the first name of the pupil can be shared.
- All pupils must be dressed appropriately. If they are wearing school uniform, it must be correct.

Before leading a school trip, staff should speak to the Director of Marketing about the use of the GHS Trips Twitter account.

SOCIAL MEDIA - PERSONAL USE

Where staff use social media in their personal life, it is imperative that the privacy settings are secure so that pupils and parents are not able to access profiles. Dating websites should be used with caution if there is a possibility of crossing paths with pupils. The sharing of inappropriate content online may lead to disciplinary action.

Staff should not make contact with any current pupils on social media. Any contact on social media from current pupils should be ignored and, if necessary, reported to SMT. It is acknowledged that some staff, particularly those with children at the school, may have friends who are, for example, parents of GHS pupils. In these cases, staff may be in contact with relatives of pupils on social media, but they must exercise caution and professional judgement, avoiding any potential conflict of interest. Staff wishing to befriend students who are over 18 and who have left school, perhaps because of a shared extra-curricular interest such as music, should do so with caution. Any content posted on either ex-students' or their own social network may not only compromise their own position but that

of any colleagues with whom they are also friends and who may not want their content to be seen by any ex-student.

DATA AND GDPR

Staff are educated about the use of data and the GDPR regulations via online training, staff meetings and INSET. The Data Protection Leader, in conjunction with the Data Protection team at United Learning Head Office, ensures that all of the digital tools used within the school are GDPR compliant and maintains a record of the data held within them. Before any new tools are introduced, they are referred to the Data Protection Lead for assessment, to ensure compliance.

Any device with access to the school network must be password-protected, and passwords must not be shared. Computers and mobile devices with access to sensitive data must be locked when unattended. The use of unencrypted USB drives is not permitted.

Care should be taken when sending potentially sensitive information via e-mail. Staff should check the recipient list carefully, particularly if choosing to 'Reply to All'. Any e-mails received in error should be deleted. When sending personal data, this must be encrypted or password-protected, in line with the GDPR requirements, for example by using a OneDrive link. The Data Protection Lead should be informed when there is a need to share data with a third-party organisation, for example when an educational visit is being planned. In this assistance, the Data Protection Lead will coordinate a Data Protection Impact Assessment (DPIA) to help to identify and minimise the data protection risks of the trip or project.

Data must not be transferred outside of the United Learning/Guildford High School systems except via school e-mail or the use of encrypted media. Personal cloud storage and personal e-mail accounts must not be used for this purpose.

Any data breaches or subject access requests should be reported to the Data Protection Lead immediately.

Confidential documents must not be scanned via the photocopiers, as these files are accessible to all users. The IT Support team will assist with any confidential scanning as necessary.

ESAFETY

Through the ASPIRE programme, pupils address eSafety issues such as cyberbullying, safe and responsible use of the internet (including the risk of online grooming and/or radicalisation), and sexting. Similarly, eSafety issues are covered with staff through the INSET programme and staff meetings.

Within school, internet use by staff and pupils on PCs and iPads is filtered and monitored using Lightspeed. Any inappropriate activity is flagged and a daily report is sent to the Deputy Head Academic, the Deputy Head Pastoral and the Junior School Deputy Head, who follow up on any suspicious behaviour as appropriate. The Headmistress receives a weekly report. Staff and pupil iPads are also monitored and controlled via the Airwatch mobile device management system. For pupils in Year 11 and below, use of the App Store is restricted and pupils are only able to download apps that

have been specifically authorised by the IT team or the Senior Teacher with responsibility for Digital Learning. The Senior Leadership Team, in conjunction with the IT team, reserve the right to inspect any staff or pupil iPads at any time if they have reason to suspect that they have been used inappropriately. Use of the internet and digital devices within school may be restricted for any staff or pupils if it is suspected that they have been misused. Any suspected illegal activity will be reported to the police for investigation.

Together with the rest of the IT team, the Network Manager makes sure that the ICT infrastructure with the school is robust and secure, to minimise the risk from misuse, malicious attacks or viruses. All PCs are protected by anti-virus software. The Network Manager is also responsible for authorising and controlling access to the school network and to WiFi within school, and for ensuring that passwords for access are secure. When considering the introduction of any new digital tool, and when new features are added to existing tools, the IT team and the Senior Teacher with responsibility for Digital Learning assess any potential risks involved.

Staff and pupils are not permitted to install software onto school PCs. Personal laptops are not to be connected to the school network. Staff must be wary of opening e-mail attachments from unknown sources and they should not download executable files from the internet. After using a PC, staff must log off, but they should not shut it down completely, as this prevents necessary updates from being downloaded overnight. If leaving a PC temporarily, staff must lock their workstation (press Ctrl-Alt-Delete and choose 'Lock').

Pupils in Year 11 and below who bring a mobile phone into school must keep it in their locker throughout the school day. As such, they are not able to access the internet via 3G/4G within school.

DIGITAL LIVING

All staff and pupils are encouraged to find a healthy balance in their use of technology.

Recommendations are outlined to staff (through the INSET programme), to pupils (through the ASPIRE programme) and to parents (at Reception Evenings and parental pastoral events), including guidance on how to avoid being distracted by notifications, on being considerate in the use of messaging and e-mail, and on managing the use of digital devices at home. For example, it is suggested that:

- Mobile phones and iPads should not be kept in pupils' bedrooms overnight.
- Notifications should be turned off (e.g. using Do Not Disturb feature) when trying to focus on a piece of work.
- Parents should model the expected behaviour with their use of technology and aim to maintain a regular dialogue with their children about it.
- Where possible, use of technology at home should take place in a shared space rather than in a pupil's bedroom.
- Devices should be used sparingly at break and during lunch.

APPENDIX 1: STAFF IT ACCEPTABLE USE POLICY

1. You must read and sign this policy before you can be allowed to use the Internet, e-mail or school systems at school.
2. You will keep any personal data secure, in line with your obligations under the General Data Protection Regulation and any other applicable data protection legislation.
3. You must agree to the school viewing, with just reason and without notice any e-mails you send or receive, material you store on the school's computers or your GHS iPad, or logs of websites you have visited.
4. You must only access those services you have been given permission to use.
5. You may bring your own laptop into school and you will be able to access the internet, using school WiFi, but not the school network. You must not save any documents of a sensitive nature onto your personal laptop.
6. You will not transfer United Learning/Guildford High School data outside of the organisation's systems. Office 365 and Foldr are the only acceptable way of accessing your files remotely. On no account will sensitive or personal data be transferred using any other platform or physical devices (including USBs). Any personal data shared or transferred outside the organisation should always be sent encrypted and marked Confidential. Please speak to ICT department for help with this.
7. You will not attempt to remove any of the security measures put in place by Guildford high school to ensure the integrity of its services, the security of its data or the appropriateness of employee activity.
8. You must not leave logged on computers unattended anywhere in the school premises.
9. Any communication from a Guildford High School related account (email, social media) or account which identifies you as belonging to Guildford High School will be appropriate in tone and content.
10. You will exercise caution when sending information via email to ensure that it is addressed to the correct recipient(s) and is the correct information (particularly when attaching documents). Personal data (that by which an individual could be identified) must not be transferred to other recipients unless encrypted or password protected, in line with the requirements of the Data Protection Act.
11. You must not access the internet or e-mail for inappropriate purposes using the school network. The Senior Management Team reserves the right to monitor your use of the internet if it has reasonable grounds to believe that you are not using it appropriately. This includes use of the internet on the school network for 'social' reasons e.g. use of Facebook, Twitter.
12. The work/activity on the Internet and e-mail must be directly related to your school work. You will not use school resources to operate your own business.
13. You must not give your password or login name to anyone. Your password must conform to security guidelines set by the school. If using a mobile device like your phone or GHS IPAD to access your school e-mail or other sensitive information, you must put a passcode on your device for security reasons.
14. Do not download, use or upload or send by email any material which is copyright.

15. Staff should not use personal devices to take pictures of children either in school or on trips without first seeking verbal consent from pupils to do so. Those using personal devices should ensure that any pictures of children are transferred to the school network as soon as possible and then deleted from the device, and any other location the images may have been synchronized to, such as iCloud, local PC or other online storage area.” Staff may use their GHS iPad to take photographs or videos of pupils for educational or school marketing purposes.
16. Do not view, upload or download or send by e-mail any material which is likely to be unsuitable for children or schools. This applies to any material of a violent, dangerous, racist, or inappropriate sexual content. If you are not sure about this, or any materials, you must ask your line manager. If you accidentally access any such materials, you should inform the Network Manager immediately.
16. The use of strong language, swearing or aggressive behaviour is not allowed. Do not write anything on a website or social media network or send by e-mail anything which could be offensive or bring Guildford High or United Learning into disrepute. Contacting students using school email is acceptable as long as it is for educational reasons.
17. You should use computers and projectors with regard to Health and Safety. There are signs displayed in every classroom advising safe usage of projectors and whiteboards. You should also read section 8.2 of the Staff Handbook on Display Screen Equipment.

Penalties for misuse of computer systems or breach of GDPR obligations will depend on the nature and seriousness of the offence. Disciplinary action may be taken against employees who contravene this policy. The school, for various legitimate business practices, may need to monitor the use of e-mail and internet access from time to time for the following reasons:

1. To establish the existence of facts (e.g. the details of an agreement made);
2. To monitor for quality control and staff training purposes;
3. To prevent or detect crime;
4. To investigate or detect unauthorised use of the school’s telecommunication system (including e-mail and internet);
5. To intercept for operational purpose such as protecting against viruses and making routine interruptions such as forwarding e-mail to correct distributions; and
6. To gain access to routine business communications (e.g. checking e-mail) when staff are on holiday or sick leave.

The school may monitor without notice external and internal e-mail and internet usage including length of use, sites visited and has the right if it wishes to have access to read any matter sent or received by the user. The school may monitor and assess files to ensure compliance with policy and for the reasons set out above and, in particular, to prevent the use of computer facilities for discriminatory purposes or harassment, and/or the commission of a criminal offence. Should an employee have their access to the internet and e-mail withdrawn, with or without notice, and wish to appeal against this decision, this should be done via the grievance procedure.

Name:.....

Signature:.....

Job Title:

Date:

APPENDIX 2: STUDENT ACCEPTABLE USE OF TECHNOLOGY POLICY

1. You must read and sign this policy before you can use the internet or email at school, and before you can be issued with a school iPad.
2. You must agree to the school viewing, with just reason and without notice, any emails you send or receive, material you store on the school's computers, data on your school iPad, and a log of websites that you have visited.
3. Sixth Formers may bring a laptop into school, but will not be able to access the school network using it, just the internet using school WiFi.
4. You must not use the internet or email for inappropriate purposes.
5. Your activity on the internet and email on school PCs and iPads must be directly related to your school work.
6. Access to social media websites is not allowed during lessons, unless you have been directed to do so by a member of staff for educational purposes.
7. You must not share your passwords or login information with anyone, and your password must conform to school guidelines.
8. Do not take pictures or record film of any pupils or members of staff without the permission of those being photographed or filmed. Consideration should be given to the appropriateness of uploading pictures or films to social media and, if requested by the subject of the images/film, the files should be removed from all social media platforms.
9. Do not view, upload, download or distribute any material which is likely to be unsuitable for children or for schools. This includes any material of a violent, dangerous or racist nature, and any inappropriate sexual content. This applies when using any technology, both school-owned and personal, and to all inappropriate material, digital or otherwise. If you are unsure about this, you must ask a teacher.
10. Be polite and appreciate that others might have views that are different to your own. Do not use strong language, swear, or behave aggressively. Do not write anything on a website or send by email anything which could be offensive. Cyber-bullying is a serious offence, which could, in some cases, result in exclusion or expulsion from the school, or the police may become involved.
11. Attempts to hack into another user's account or device will be taken very seriously.
12. You must follow the guidelines about safe storage of your iPad. Wilful or malicious damage will be taken very seriously and will not be covered by the insurance.
13. You must abide by the guidelines for appropriate use of your iPad in lessons and for your academic work.

14. Failure to comply with these rules will result in one or more of the following:
- a. A ban, temporary or permanent, on the use of the internet facilities at school.
 - b. A letter informing your parents of the nature of your rule breach.
 - c. Appropriate sanctions and restrictions placed on access to school facilities to be decided by the Head of Year/Head of Department.
 - d. Temporary or permanent exclusion.
 - e. Any other action decided by the Head and Governors of the school.
 - f. If you do not understand any part of this Acceptable Use Policy, you must ask a teacher.

Name: Signature: Date:

WHAT SOCIAL MEDIA MEANS TO US

Countless conversations take place online about schools every day; we want our staff to join those conversations, represent Guildford High School and share the vibrant, supportive and empathetic community that is GHS.

We recognise the importance and benefits of communicating through social media; it is a powerful vehicle through which the school may disseminate relevant news to the school community, listen to voices and perceptions about the school and connect with our audiences online.

These guidelines should guide your participation in social media, both personally as well as when you are acting in an official capacity on behalf of the school. It is critical we always remember who we are – a provider of first-class education, in a caring and vibrant environment, for academically able and characterful girls from age four to eighteen – and what our school’s role is in the social media community – to reach out to girls, and their families, that share our commitment to developing the talents, confidence, resilience and desire to succeed.

The guidelines apply to all members of staff, including those working in our EYFS setting and are reviewed annually by the Marketing Department. It is next due for review in November 2019. The guidelines include:

1. Summary of basic principles
2. Getting started
3. Posting content
4. Maintaining your account
5. Personal use of social media: our expectations

Have fun, but be smart. Use sound judgment and common sense, adhere to the school’s values, and ensure you have read these guidelines in conjunction with:

- Staff-Student Relationships annual letter
- Child Protection policy
- Use of Technology policy

Thanks,

Guildford High School Marketing Department

SUMMARY OF BASIC PRINCIPLES

Social media offers new ways to engage with parents, colleagues and alumnae; this can help build stronger, more successful relationships and contribute immensely to advancing the school's reputation and interests if used properly. If you participate in social media on behalf of Guildford High School, we expect you to follow these basic principles:

- Don't engage without a clear plan, strategy, goals, and line of responsibility
- Be responsible for continuous monitoring, maintenance, and timely response
- Add value with unique, strategic information and commentary about Guildford High School
- Be transparent and avoid misrepresentation
- Write about what you know and stick to your area of expertise when commenting
- Post meaningful, respectful comments — no spam or off-topic or unprofessional remarks
- Always pause and think before posting, and consult with your Head of Department or Marketing Department if unsure
- If you make a mistake, admit it — and be upfront and quick with your correction
- Respect confidentiality of all participants and never disclose student information
- Give credit to sources of written content, images and ideas you reference or use
- Handle negative comments and developments quickly, professionally and strategically
- Always use proper grammar and write accessibly following school style
- Know and follow the school's policies on computing, information, conduct and technology

GETTING STARTED

- Don't engage without a clear plan, strategy, goals, and line of responsibility
 - Creating a social media account requires approval of the Marketing Department. If you would like to set one up, first identify a manager for the social media account.
 - It is important to have at least one dedicated staff member whose job responsibilities include overseeing the day-to-day operation of the account, so that the account does not become inactive or inaccessible.
 - This individual should also identify a back-up staff member with account access.
 - Once a manager is established, but before the account has been created, contact the Marketing Department to:
- Clarify lines of responsibility
 - The individual's role in managing the social media account and who the proposed back-up staff member is

- Confirm which social media platform you want to use
 - Which social media platform would you like to use? Approved platforms for our school are Pinterest, Facebook and Twitter
- Briefly explain the purpose of the account
 - Determine your goals and outcomes prior to launching your social media program. Be sure that your program goals support the school's mission, vision and values, as well as those of your department. Be clear how much time you have to devote to social media and realistic about the commitment required. Understand that in some cases, a social media presence is not ideal, and your needs may be better served by collaborating with the main official Guildford High School social media communities or internal platforms
- Set up your account according to Guildford High School guidelines
 - It is important your social media account is set up correctly according to the Guildford High School guidelines, to remain consistent with other departmental accounts and complement the *school's main official Guildford High School accounts*.
 - Once you have approval from the Marketing Department to create your account, they will work with you to:
- Choose a dedicated email address when registering your account
 - It is important not to register with your personal school email address in order to future proof the account in case you leave Guildford High School.
 - The IT Department can create specific email addresses for the purposes of registering for social media e.g. marketing@guildfordhigh.co.uk, biology@guildfordhigh.co.uk
- Creating a strong password
 - Please ensure that your passwords are strong and not easily guessable.
 - Devices which have access to public social media sites should be password protected to ensure third parties cannot send inappropriate messages/posts on your behalf.
 - Any incidents of 'hacking' into your account (and the potential risk for inappropriate posts) or of 'trolling' should be reported to SMT.
 - You must never give anyone your password other than the Marketing Department and your back-up member of staff
- Create an appropriate and consistent username
 - If you have ever seen Twitter or read about it, you have probably seen names that start with the "@" symbol (@GuildfordHigh). These are Twitter usernames.
 - Equally on Facebook, accounts also have a username with the "@" symbol alongside a URL (www.facebook.com/guildfordhigh). Your username is how people will mention you and message you; if someone wanted to tweet/message you or mention you in a post, they would simply include your username in the content of the tweet/message.
 - That would initiate a notification and bring the tweet/message to your attention.

- There is a consistent username set-up that the Marketing Department will aim to follow if available e.g. @GHSBiology, @GHSSport
- Sign the appropriate ‘Account Agreements’
 - Social media services typically require the user to accept ‘Terms of Service’ or other contractual terms and conditions, which are referred to here as the “Account Agreement.”
 - Account agreements are legally binding contracts. They should only be entered into – whether by “clicking through” or other means – by someone authorised to sign contracts of this sort for your department
- Upload the correct branding and profile information
 - Your profile is the page that people see when they click on your username. You should take time to update all of these areas as soon as possible.
 - When people see profiles that are missing information, they tend to assume that the page is not active. You do not want to create that perception of your account, which should be representing the lively and buzzy atmosphere of Guildford High School. The Marketing Department will help you to:
 - Select a strong profile picture
 - Pick a cover photo
 - Complete your description/bio

POSTING CONTENT

- Staff/student contact
 - Please encourage students to follow your department accounts (rather than individual accounts) but remind them about their expected behaviour, which they have agreed to in the Student Acceptable Use of Technology Policy document, and the consequences if they don’t adhere to the rules.
 - Should a pupil attempt to engage with you online in an inappropriate manner, please follow these steps:
 - Do not reply or engage in the conversation
 - Take a screenshot of the incident as a record
 - Report the matter to the Marketing Department and SMT immediately who will decide what action needs to take place

Staff should not follow individual student accounts under any circumstances. However, staff are allowed to follow accounts for school projects such as Young Enterprise, Fashion Show and so on. Staff should not contact pupils directly via social media - all communications with girls must be done through the official channel which is school email. Staff should not engage with online or ‘befriend’ on social media current pupils at the school or former pupils under the age of 18. Staff wishing to befriend students who are over 18 and who have left school, perhaps because of a shared extra-

curricular interest such as music, should do so with caution. Any content posted on either ex-students' or their own social network may not only compromise their own position but that of any colleagues with whom they are also friends and who may not want their content to be seen by any ex-student.

- Respect proprietary content and student information
 - When posting content, it is important to review the information you wish to publish and ensure that you have followed the below:
 - Credit the source
 - Do not use copyrighted photos or written content without properly crediting the source or gaining permission from the source prior to use. Remember, written work is not the only proprietary concern; people's images and comments also require permission to use. Do not "tag" people in photos on public social networks.
 - NB. Any resources which GHS staff create for pupils at GHS remain the intellectual property of the school.
 - Turn off your location settings
 - *Please ensure that your location settings are off so you are not broadcasting your location or that of any girls you mention.*
 - *In addition, some devices may attach the location the photo was taken and so when posted to Twitter, this may still show. Please ensure that you have turned this setting off on your device.*
- Adhere to the school's photography/video guidelines
 - When posting photos, staff must adhere to the photography/video guidelines overleaf, taking into account what they are photographing, girls who must not be photographed, the correct way of labelling the photo and so on.
 - Check the naming: Do not include the full names of any of the girls who are featured in a photograph or disclose the form group they are in - first names are ok. Posts that do not contain a photograph can include full names of girls, but please do not disclose their form group.
 - Review the 'Do Not Photograph' list: Make sure that you are aware of which students are on the 'Do Not Photograph' list and ensure that they do not feature in any photographs you take and wish to post. This list is available on iSAMS and on Useful Documents on the Staff Intranet. Please be mindful of the girls that are not allowed to be in photographs and be sensible towards them when you are taking the photo. It may mean you need to orchestrate the photo sometimes, but that is better than taking a photo you are unable to use, or posting a photo of someone who has not given their permission. If you wish to post a photo of a colleague, it is advisable to get their permission first and clearly explain the context in which the photo is to be used.
 - Look at the content of your photo: Try not to take photos of the girls individually - group shots are better for posting online and mean that the focus is not on one girl in particular. Please make sure that they are appropriately dressed and that, if they are wearing uniform, it is present and correct. Please also use your common sense with

regards to the appropriateness of the photo and think before you post. Please note that any visible name badges must also be blurred.

- Follow Guildford High editorial and brand style
 - The school expects departments and individuals using social media on its behalf to abide by official school standards for branding, graphics and written communications as set forth in the school's *Brand Guidelines*.
 - This includes using standardised account-naming conventions and preapproved graphic templates for cover photos and profile images.
 - Always use proper grammar and write accessibly. Talk to your readers as you would talk to real people in professional situations, without overly pedantic or "composed" language. Do not be afraid to bring in your own personality when appropriate. Avoid any images, graphics, slang or words that may not reflect well upon the school. Draft posts in a program that can detect spelling and grammar errors, and proofread before you post. What you write and publish — including the way in which you name and graphically brand or customise your social media site or account — can have a profound effect on external perceptions of Guildford High School.

MAINTAINING YOUR ACCOUNT

- Listen, monitor and assess continuously to assure constructive engagement
 - Methodical monitoring and assessment, together with active management, is a requirement for engaging in social media successfully and productively on behalf of Guildford High School.
 - Use online monitoring tools to listen and understand your community. Have a plan to monitor what is being said and be responsible for doing so regularly. Check with your site regularly to read comments and respond in a timely manner.
 - Set up automated feeds using search tools such as Google Alerts to notify you of new activity. Keep an eye on followers, know your community and block inappropriate profiles or users who create an inhospitable environment.
 - Also understand that negative comments, criticism or feedback about your program are inevitable aspects of social media. In dealing with such comments, remain detached, refer to the Marketing Department for guidance and respond professionally when appropriate. Any issue of concern (e.g. suicide, threats, violence, etc...) should be reported immediately to the Guildford High School SMT.
- Actively maintain social media accounts and community engagement
 - The school expects all staff engaging in social media on its behalf to ensure that content is kept current, posts are made consistently, and responses are timely.
 - Social media sites with no activity for 90 days or more should be deactivated.
 - Be timely, and treat social media as a real-time conversation in which participants expect information to be distributed quickly.

- Non-activity reflects upon the school just as poorly as negative behaviour. But do not "spam" users or post for the sake of posting. People appreciate the opportunity to give their opinion, so consider content that is open-ended and invites response. Broaden the conversation by citing others who are writing about the same topic. Allow your content to be shared or syndicated, as sharing builds credibility and community and also increases followers. The value of your social media program grows as members contribute.
- "Liking" or "following" sites or feeds should reflect the opinions of Guildford High School.
- Refrain from "liking" or "following" sites or feeds for personal interest or communication. When sharing information from other users via links or "retweeting," make sure that the information is relevant to the audience.
- Adhere to standards of professional conduct at all times
 - Understand that perception is reality. In online social networks, the lines between public and private, personal and professional are blurred.
 - By identifying yourself as a Guildford High School employee, you are creating perceptions about your expertise and about Guildford High School.
 - Ensure that all content associated with you is consistent with your work and with Guildford High School's values and standards. Understand that personal profiles can be linked to and associated with communities you manage professionally.
 - Be a leader and set a positive tone. There can be a fine line between healthy debate and incendiary reaction. You do not need to respond to every criticism or challenge. Frame your comments and posts to invite differing points of view without inflaming others. You are representing Guildford High School; be careful and considerate when discussing sensitive issues, and be cognisant of the potential implications of your comments for the school's reputation.
 - When disagreeing with others' opinions, keep it appropriate and polite. If a user is leaving inflammatory remarks, use your best judgment to defuse the situation. If you cannot help in a meaningful way, recognise that sometimes not responding is the best course of action. If you make a mistake, admit it. Be upfront and quick with your correction.
 - Remember, your mistake will be associated with the school. If you are posting to a blog, you may choose to modify an earlier post — just make it clear that you have done so. Discuss any social media engagement issues, questions, and concerns not covered by these guidelines with the Marketing Department.
 - Don't publish if you can't publish with confidence. If you are about to publish something that makes you even slightly uncomfortable, take the time to review these standards before sending, and think about how they apply to and govern your post. Ultimately, you are responsible and accountable for what you publish on behalf of the school and the consequences thereof.
 - Staff should avoid making overtly political statements on their accounts, and any posts of a racist, sexist, homophobic or otherwise prejudiced nature (or sharing of

others posts where these are not clearly condemned) will be subject to disciplinary action.

PERSONAL USE OF SOCIAL MEDIA: OUR EXPECTATIONS

- Whether you are an authorised school spokesperson or not, when you're talking about our school, the girls or departments on your personal social networks, keep in mind that:
 - a. Our school's ICT Acceptable Use Policy and other policies still apply
 - b. You are responsible for your actions. We encourage you to get online and have fun, but use sound judgment and common sense
 - c. You are an important ambassador for our school, and you're encouraged to promote it as long as you make sure you disclose that you are affiliated with the school. How you disclose can depend on the platform, but the disclosure should be clear and in proximity to the message itself
 - d. When you see posts or commentary on topics that require subject matter expertise, such as other departments, GDPR, the school's performance, or the school's financial performance, avoid the temptation to respond to these directly unless you respond with approved messaging the school has prepared for those topics. When in doubt, contact the Marketing Department
 - e. Be conscientious when mixing your business and personal lives; be sure to know the school's policies regarding personal use of social media at work or on school devices
 - f. On accounts used for professional purposes, staff should take great care when posting pictures of themselves. If they do so, it must be for an educational reason, or simply to identify their page. Staff should not be posting pictures taken for social reasons nor should they be posting content which is not related to their job as employees of GHS
 - g. Ensure that your privacy settings are secure so that students are not able to access your profile, or those that you are friends with
 - h. Please note that it might be a good idea to cleanse your friend list from time to time

If you have any queries or concerns at all, please speak with the Marketing Department or a member of SMT immediately, or if you would like help with your privacy settings, please ask the Marketing or IT Department for assistance.

PHOTOGRAPHY AND FILM CONSENT FORM

As part of running the school we will use photos of our pupils in our electronic systems, in classroom displays and from time to time photos and film may be taken as part of a lesson or project.

From time to time UCST or the school may use pupil photos and films for marketing and publicity purposes. This includes on the school and UCST's website, social media, promotional and advertising materials (including prospectus and newsletters) and for external news providers (printed and online).

We will only use photos or films of your child for such purposes if you have completed this form. Where the school may want to include your daughter as part of a large advertising campaign or promotional film, we would always contact you first to ensure you are happy with this.

I hereby consent to the school and UCST using photos and films of my child for purposes described above:

_____ (insert pupil name)

Signed: _____

Print name: _____

Relation to pupil: _____

Date: _____

You may withdraw your consent at any time. If you wish to do so, please contact us at marketing@guildfordhigh.co.uk. On receipt of such a notification we will remove any images from our websites etc. Please note that if you have consented to the use of images and they appear in the school prospectus or other printed material, we will not be able to remove these images from any documents that have already been printed.

For further information or any questions you may have, please contact us on the details provided below.

The data controller for personal information held by Guildford High School is United Church Schools Trust (UCST). UCST is registered with the Information Commissioner's Office (ICO). The registration number is **Z533407X**.

EQUIPMENT

- Each classroom has a PC, an interactive whiteboard or touch-screen TV, and an Apple TV.
- There are also ICT rooms, with PCs for each pupil, which can be reserved using the Room Bookings system.
- Every pupil and teacher at GHS has a school iPad. These are leased on a 3-year contract via Albion Computers.
- School iPads are managed via AirWatch. By July 2019, all staff and pupils will use Managed Apple IDs.

- The internet filtering within the school site is provided by Lightspeed.

STRATEGY

Technology is not a defining feature of lessons, but rather a tool that is used as and when it will have a positive impact. Pupil work involving a significant amount of writing is invariably completed on paper, except in a small number of cases where the use of a word processor is the pupil's normal way of working (e.g. where handwriting is challenging due to a physical condition, or where pupils plan to take public examinations using a laptop). Similarly, extended reading tasks will usually be done using hard copies, rather than electronic versions of texts.

Through INSET training, CPD sessions, staff meetings, electronic communication, the Digital Learning support site and informal conversations, we aim to equip staff with an understanding of a range of recommended electronic tools and platforms, and to provide potentially effective ideas and strategies. We ask that staff:

- Make their own informed decisions about how and when to incorporate iPads into their lessons.
- Continuously evaluate their use of technology and consider where it can have a positive impact.
- Do not feel compelled to use the devices at every opportunity just because they are there – if a task is better without them, they should definitely not be used.
- Remain open to new ideas and be willing to try new things in their teaching.
- Share good practice via department meetings, informally in the staff room and through the CPD programme.
- Seek help if they would like to achieve something through the use of technology but they are having trouble or they are not sure how.

It is expected and desired that different teachers and different departments will not use the technology to the same extent or in the same ways. It will also be appropriate at times for individual teachers to modify their approach depending on the class or even specific pupils they are teaching. Over the course of a school day, we therefore expect pupils to encounter a variety of teaching styles and activities, some electronic and some more traditional, chosen to suit the teachers, pupils and subject material involved.

IN THE CURRICULUM

There are two electronic tools that all Senior School teachers must use with their classes, both of which can be accessed either online or via an app:

- Teachers.io is used every time a piece of homework is set. The details of the work are entered by the member of staff, and this is visible to pupils through the myHomework app. This system makes the process of setting homework more efficient, minimising the time wasted during lessons, although it is still essential for teachers to explain homework tasks to pupils in person.
- ePraise is used to award house points to pupils throughout the Senior School.

- Staff should avoid sharing YouTube links with pupils, as this will lead to suggested content and comments that are outside of our control. Instead, video content can be shared in more controlled environments, such as via Clickview or by embedding YouTube videos on GHS Spaces.
- Beyond this, is it up to individual teachers to decide how and when to use technology. Some of the key benefits of having it at our disposal include:
 - The ability to efficiently share a wide range of resources. At a basic level, this could be the equivalent of having an electronic version of a sheet rather than a printed version, but we can also share videos, weblinks, interactive activities and more. We can provide an organised space in which resources are collated and curated for particular classes, and of course pupils and staff can also find information in an impromptu fashion whenever required.
 - Participation. Before having mobile devices in the classroom, if a teacher were to ask a question to a class, usually just one pupil would have the chance to respond during a discussion. With the iPads, there are many ways in which we are able to get responses from every pupil simultaneously and use them to further a discussion.
 - Communication and collaboration. Pupils and teachers are able to communicate much more efficiently and collaboration between pupils is made simpler.
 - Feedback. Teachers can respond to pupil questions outside of lessons, so that a pupil who is stuck on something does not have to wait until the next lesson to get help. Rich feedback is possible through the use of electronic annotation, pinned text notes, voice notes and video.
 - Organisation. The electronic planner and the ability to access textbooks and other resources online mean that pupils do not have to remember to transport such a large variety of items to and from school each day.
 - Activities that are not possible without the technology. For example, making a recording of yourself speaking a foreign language, using electronic revision tools to streamline the revision process, using graphing software in Maths to immediately see the effect of changing a variable, low-stakes automated testing, video analysis in PE/Drama, creation of video presentations etc.