

## Website Policy

<b>Date Reviewed:</b>	January 2017	<b>Next Review:</b>	January 2019
<b>Committee responsible for Policy review:</b>	Curriculum	<b>Linked Policies:</b>	Information Sharing and Confidentiality Anti-Bullying (ICT) Acceptable Use Policy Child Protection Policy

### Rationale

Hook Junior School values the contribution that a website can make to the life and role of the school in a modern society. Hook Junior School's website has five important roles:

- To promote the school;
- To provide information to prospective parents and teachers, the wider community and the world;
- To act as a communication channel between teachers, parents, pupils and school management;
- To improve pupil learning; and
- To raise standards in teaching and learning.

While it is important to ensure that any information published is accurate, the overriding concern of the school must be the security of its staff and pupils. Information published on the website will be accessible to anyone on the Internet, and there is a potential for this information, especially images of children, to be used inappropriately by visitors to the site. It is the school's duty to ensure that every child in their care is safe and therefore the use of photographs and the provision of personal information about pupils and staff needs to be carefully regulated to minimise this risk. Providing the name and photograph of a pupil on a website allows for the possibility of people outside of the school identifying and then contacting pupils directly. Avoiding the use of images of named individuals therefore reduces the risk of unsolicited attention.

This policy is intended to provide guidelines on what is and what is not acceptable to publish on the school website, the importance of obtaining permission from parents, and who is responsible for ensuring the integrity of the content.

### Privacy

- Adults have the right to refuse permission to publish their image on the site.
- Parents have the right to refuse permission for their child's work and/or image to be published on the site.

- Parents refusing permission for their child's image appearing on the website will have indicated this at the beginning of the school year when consent is requested.
- Parents who have refused permission may be contacted by the school office directly to seek permission, for example, in the case of a special pupil achievement.
- School staff are made aware of those pupils for whom permission has not been granted.
- Parents will be notified of this right by publication of this policy and the parental consent form completed when their child joins the school.

## **Guidelines on acceptable website content**

### **Names, pictures and content**

- Adults' names will be published as their title and last name e.g. Mr. Smith.
- Children's names will be published as their first name plus first letter of surname only e.g. Jacob A, and sometimes with a year group e.g. Jacob A, Year 4.
- Images of children will not be labelled with their names.
- Permission will be obtained from parents or carers before any pupil's image is used, normally at the start of the academic year by parental consent forms.
- Photographs are intended to capture the essence of the learning activities that have taken place and the persons appearing therein will be suitably framed in order to convey the activity or learning, rather than focus the viewer on the individual.
- Children will only be shown in photos where they are suitably dressed.
- Personal details of children or staff, including but not limited to home address, telephone number, personal e-mail address, will not be published.
- Published content, visual or written, should not enable a third party to contact, identify or locate an individual.
- Links to external websites will be checked thoroughly before inclusion on the school website. The sites will be checked for the suitability of their content for their intended audience.
- All text written by pupils will be reviewed before inclusion to ensure that it also meets the conditions described here.

### **Intellectual property rights**

- Hook Junior School is the copyright owner of all content on the School website, unless otherwise stated.
- A statement indicating the copyright ownership of the school is included in the site page footer.
- Copyright permission must be held by the school for all material published by the school where the school is not the copyright owner.
- Where copyright permission has been obtained, attribution will be published in a suitable location close to the copyrighted material.
- Children and adults must be asked for their agreement before any of their work is put onto the school website – they own the copyright to their own work.
- All written and visual content will be reviewed to ensure that it is in no way defamatory.

### **Site security**

- Assurances of security may be provided to website visitors but information regarding the school's physical security arrangements, including access to the grounds, should not be included in any website content.

## Other websites

- Links to other websites may be included on the recommendation of the School Business Manager or ICT Manager.

## Editorial Responsibility

- The Headteacher or nominee will take overall editorial responsibility and ensure content reflects the school's ethos, and that it is accurate, appropriate and that there is stylistic continuity of content and presentation.
- Content will be reviewed against and must comply with, the Hook Junior School Brand Style Guide.
- The uploading of new website content will only be carried out once approval has been obtained from the Headteacher or their nominee.
- The login details for uploading new material will be held by the Headteacher, the ICT Manager, or the person responsible for the site.
- Only the person responsible for the site, or a suitably trained nominee, should upload new content to the website.

## Monitoring

- The School Business Manager or ICT technician will check material before it is uploaded or published to ensure that it is suitable and complies with the record of objections held by the school office and with copyright laws (as far as is possible).
- Any persons named on a web page can ask for their details to be removed.
- New pages will be tested for errors immediately after installation.
- Password protected pages are not used on the public facing school website.
- Web pages and downloadable content (usually documents) will be regularly reviewed for accuracy and will be updated as required.
- A full review of content will occur at least annually.
- The School Business Manager (or nominee) is responsible for ensuring that content is reviewed annually.

## Document Approval

<b>Date Reviewed:</b>	
<b>Signed:</b>	
<b>Position</b>	