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## Statement of intent

Mottram CE Primary School values the contribution that a website can make to the life and role of the school. The purpose of our website is to:

- Promote the school.
- Provide information to prospective parents, teachers and the wider community.
- Act as the main communication channel between teachers, parents, pupils and school management.
- Develop the level of pupil learning.
- Continuously raise standards in teaching and learning.

The school is required by law to publish certain information, such as the most recent Ofsted report, in order to comply with The School Information (England) (Amendment) Regulations 2012.

This policy outlines the school's terms of use regarding the creation, development and use of the school website.

## **1. Legal framework**

1.1. This policy will have due regard to legislation, including, but not limited to:

- Data Protection Act 1998
- The School Information (England) (Amendment) Regulations 2012
- Safeguarding Vulnerable Groups Act 2006
- Freedom of Information Act 2000
- Computer Misuse Act 1990, amended by Police and Justice Act 2006

## **2. Related policies**

2.1. This policy should be read in conjunction with the following school policies:

- Acceptable Use Policy
- E-safety Policy
- Anti-bullying Policy
- Child Protection and Safeguarding Policy
- Data Protection Policy

## **3. Roles and responsibilities**

3.1. The headteacher will appoint a designated communications officer who will be responsible for the creation and management of the website.

3.2. At least two members of staff must be appointed as administrators, whose role it is to review and moderate the content.

- In case of absence or turnover, other members of staff must be adequately trained and prepared to maintain and moderate the school website.

3.3. The school's website can only be created, monitored and updated by the communications officer and other designated staff members, unless otherwise agreed by the headteacher.

3.4. The communications officer must take overall responsibility to ensure that enough resources are provided to keep the contents of the site up-to-date and relevant.

3.5. The communications officer will report directly to the headteacher or governing body with any problems.

3.6. The governing body will be kept informed of the development of the school website and will have the opportunity to contribute content.

3.7. The governing body, the headteacher and the communications officer will meet regularly and work together in order to achieve the most effective website possible.

- 3.8. All staff must be made aware of the relevant child protection, privacy, data protection, libel, defamation, harassment and copyright laws that may apply to the content.
- 3.9. Staff must not represent their personal views as those of [Mottram CE Primary School](#) through any channel of communication.
- 3.10. All staff members will be thoroughly aware that personal opinions should not be expressed on the school website and will understand the consequences of breaching this agreement.
- 3.11. Authors must be accurate, fair and transparent when creating or altering online sources of information.
- 3.12. Official school sites and accounts must not be created for trivial reasons.
- 3.13. All content expressed on the school website, and any social media accounts for the school, must not breach copyright, data protection or freedom of information legislation.

#### **4. Access and approval**

- 4.1. A document stating the terms of use will be created by the communications officer, which all content must comply with.
- 4.2. Parents/carers, pupils and staff will be aware of the terms of use guidance, and will act accordingly.
- 4.3. All content featured on the website must have received prior approval from the communications officer.
- 4.4. Written content will undertake a quality assurance process before being published to ensure a high standard of quality and accuracy.
  - All content will be proof read by the communications officer or another designated member of staff.
  - Any amendments will be discussed with the author, and the material will be revised appropriately.
- 4.5. The communications officer will ensure that the quality assurance process is managed smoothly and in a timely manner.
- 4.6. Parents/carers will be made aware that they can request a paper copy of any information published on the website.
- 4.7. The communications officer must be consulted about the purpose of all proposed content and website activity.
- 4.8. Consideration must be given to the type of language that is used, in order to ensure it is appropriate for the audience, e.g. swearing and innuendos will not be tolerated on the school website.

- 4.9. Any content that is contributed to by other parties or external organisations must be discussed with, and approved by, the communications officer.
- 4.10. Staff members must not disclose information, make commitments or engage in activities on behalf of the school without authorisation.
- 4.11. Approval for participating, on behalf of [Mottram CE Primary School](#), on sites created by third parties must be obtained from the communications officer.
- 4.12. Consideration must be given to the level of engagement of contributors.
- Measures must be in place to monitor content uploaded by users.
  - Permission must be sought from the relevant people before citing or referencing their work.
- 4.13. Inappropriate or abusive comments are to be immediately removed, and reported to the communications officer.
- 4.14. In the case of illegal content or behaviour, the communications officer must immediately inform the appropriate authorities, such as the police and the Child Exploitation and Online Protection Centre.
- 4.15. All links to external sites will be checked for the suitability of their content for their intended audience.
- 4.16. Any text written by pupils will be reviewed before inclusion, to ensure that no personal details are accidentally included that could lead to the identification of the pupil e.g. membership of after school clubs.
- 4.17. All written material will be checked for its suitability for its intended audience.
- 4.18. All written work will be reviewed to ensure that it is in no way defamatory.
- 4.19. Written work will be checked to ensure (as far as possible) that no copyright or intellectual property rights are infringed.

## **5. Statutory content**

- 5.1. [Mottram CE Primary School](#) is required to publish the following information on the school website:
- The school's name and contact details, including address, email and telephone number
  - The school's ethos and value
  - The name of the member of staff who deals with queries from parents and members of the public
  - Admission arrangements, including oversubscription criteria and the admissions process

- Details of, or a link to, the school's most recent Ofsted report
- The school's most recent key stage results, including the percentage of pupils achieving the relevant expected level and those making expected progress
- A link to the school's performance tables on the DfE website
- Curriculum information for each year group
- Information on the use of the pupil premium, including the current allocation and how it will be spent
- The SEN Information Report, including preventative measures in place to ensure equality and the governing body's accessibility plan

5.2. The school's following policies should be included on site:

- Behaviour Policy
- Child Protection Policy
- Charging and Remissions Policy
- The Equality Policy (including one objective for including equality)

5.3. The website must publish information regarding the structure and remit of the governing body and any committees. Details of every member of the governing body, and associate members, must be published, including:

- Their name
- Category of governor
- The body that appoints them
- Their term of office
- Any committees they serve on
- Details of positions of responsibility
- Their register of pecuniary and business interests

## **6. Data protection**

6.1. Content must not identify any child by their full name or allow person identifying information to be published without the written consent of a parent/guardian.

6.2. Personal details of pupils or staff, such as home addresses, telephone numbers and personal e-mail addresses, will not be released via the website.

6.3. Images and videos of pupils must not be published without written consent from a parent/guardian.

6.4. Any images of children will not be labelled with their names.

6.5. No close up pictures of individual children will be available online – only group photographs with two or more children.

- 6.6. Children will only be shown in photos where they are suitably dressed.
- 6.7. Permission will be obtained from parents or carers before publishing the work of any pupil. Only first names and year group will be used to identify the work.
- 6.8. Parents/carers have the right to refuse permission for their child's work and/or image to be published on the site.
- Those wishing to exercise this right should express their wishes in writing to the headteacher, clearly stating whether they object to work, images, or both being published, to the site. Parents will be notified of this right by publication of this policy on an annual basis with an acknowledgement receipt attached.
- 6.9. [Mottram CE Primary School](#) has a duty to notify users if a cookie is sent to them, which may be stored by their browser on their computer's hard drive.
- 6.10. The school may use the information obtained from the cookie in the administration of the website, in order to improve the website's usability and for marketing purposes.
- 6.11. [Mottram CE Primary School](#) may use the information gathered to recognise a user's computer when they visit the school website, and to personalise the school's website for the user.

## **7. Moderating and reviewing**

- 7.1. All content is moderated and reviewed, using the terms of use as guidance.
- 7.2. The communications officer and two other designated members of staff will regularly review the content of the website and ensure all information is up-to-date.
- 7.3. In case of absence or turnover, other members of staff must be adequately trained and prepared to maintain and moderate the social media accounts.
- 7.4. All external links used on the site will be checked and monitored to ensure that they are safe and appropriate for the intended audience.
- 7.5. All activity within the school website will be reviewed regularly and checked against the terms of use.

## **8. Website disclaimer**

- 8.1. The information on the school website is provided free-of-charge, and therefore, [Mottram CE Primary School](#) believes that it would be unreasonable to hold us liable in respect of the website and the information on the website.
- 8.2. The school will ensure that the information on the website is correct and kept up-to-date as much as possible.

8.3. To the maximum extent permitted by applicable law, [Mottram CE Primary School](#) excludes all representations, warranties and conditions.

8.4. An appropriate disclaimer will feature on the website, which outlines the schools legal position and interests in terms of the use of the website.

8.5. [Mottram CE Primary School](#) will not be liable for any direct, indirect or consequential loss or damage arising under this disclaimer or in connection with the school website, whether arising in tort, contract, or otherwise – including, without limitation, any loss of profit, contracts, business, goodwill, data, income, revenue or anticipated savings.

8.6. The school will review and revise the disclaimer annually.

## **9. Licence to use the website**

9.1. Parents/carers and the public may view, download for caching purposes only, and print pages from the website, provided that:

- Material is not republished or reproduced from this website (including republication on another website) in any public or private electronic retrieval system.
- Material on the school website is not to be reproduced, duplicated, copied, sold or otherwise exploited for a commercial purpose, without the school's express written consent.

## **10. Breaches of this policy**

10.1. Any breach of this policy may lead to disciplinary action being taken against the staff member(s) involved, in line with the school's Disciplinary Policy and Procedure. Any action that is taken against breaches of this policy will be in accordance with the relevant disciplinary procedures.

10.2. Breaches of confidentiality, defamation or damage to the reputation of the school may result in disciplinary action or dismissal.

## Appendix 1- School website audit checklist

Statutory information	✓
Contact details: name, postal address, and telephone number of the school, and to whom enquiries should be addressed	
Admission arrangements, including selection arrangements, any oversubscription criteria and how to apply for a place, for each year group, or a link/directions to where they can be found	
Details of, or a link to, the school's most recent Ofsted report	
<p><a href="#">[Primary schools only]</a></p> <p>The school's most recent key stage 2 (KS2) results under the following headings:</p> <ul style="list-style-type: none"> <li>• Percentage of pupils achieving level 4 or above in reading, writing and maths</li> <li>• Percentage of pupils making expected progress</li> <li>• Percentage of pupils achieving level 5 or above in reading and writing</li> <li>• Percentage of pupils achieving level 5 or above in maths</li> </ul>	
Link to the school's performance tables on the DfE website	
<p>School curriculum information for each year group, including:</p> <ul style="list-style-type: none"> <li>• The content of the curriculum for each subject and details about how additional information can be obtained</li> <li>• The names of any phonics or reading schemes in operation in relation to key stage 1</li> <li>• A list of the courses provided which lead to a GCSE qualification</li> <li>• A list of non-GCSE courses offered at KS4 and the qualifications that these lead to</li> </ul>	
The school's Behaviour Policy	
The school's Child Protection Policy	
The Equality Policy and at least one objective for improving equality	
The Charging and Remissions Policy	
<p>Information on the use of the pupil premium, including the following:</p> <ul style="list-style-type: none"> <li>• The current allocation for the academic year</li> <li>• How it will be spent</li> <li>• How last year's allocation was spent</li> <li>• Its impact on the attainment of disadvantaged pupils</li> </ul>	
<p><a href="#">[Primary schools receiving PE and sport premium funding only]</a></p> <p>Details of the following:</p> <ul style="list-style-type: none"> <li>• The current academic year's PE and sports premium allocation</li> <li>• How it will be spent</li> <li>• How last year's allocation was spent</li> <li>• How it impacted the pupils who attracted the funding</li> </ul>	
<p>The SEN Information Report, including details of:</p> <ul style="list-style-type: none"> <li>• The admission arrangements for pupils with SEN and disabilities</li> <li>• The preventative measures in place to stop pupils with SEN being treated less favourably than other pupils</li> <li>• Access facilities for pupils with SEN</li> <li>• The governing body's accessibility plan</li> </ul>	
The school's ethos and values	
The ability for parents to request a paper copy of the information	
<p><a href="#">[Maintained schools]</a></p> <p>The structure and remit of the governing body and any committees, and the full names of the chair of each</p>	

[Maintained schools]

Information on every member of the governing body (including associate members), including:

- Their name
- Their category of governor
- The body that appoints them
- Their term of office
- The names of any committees they serve on
- Details of any positions of responsibility such as chair or vice-chair of the governing body or a committee of the governing body
- Whether they have voting rights on any of the committees they serve on (associate members)
- Their register of pecuniary and business interests, including:
  - Governance roles in other educational institutions
  - Relationships between governors and members of school staff, and any resulting material interests

Good practice	✓
The Code of Conduct	
The school prospectus	
Statutory policies (including the Complaints Policy)	
Other policies, e.g. curriculum, homework, e-safety etc.	
The School Development Plan	
Term dates for the next two years	
Attendance figures and how you respond to any absences	
Details of the focus for performance management	
Details of any school partnerships	
How social, moral, spiritual and cultural education is promoted	
Curriculum events calendar	
Information about reading – both in school and at home	
The structure of personal, social, health and economic education including safe practices	
A Home-School Agreement	
A Google maps link	
The headteacher's name (using either first name or initial)	
The name of the person most likely to answer the phone	
List of staff including names	
Events calendar	
After school clubs and extra-curricular activities	
Newsletters	
Uniform list (including downloadable order form)	
Information about the School Association and parent forums, with a link to Parent View	
Gallery of children's work	
The week's lunch menu	
A governors'/headteacher's blog	
Twitter feed/link to Twitter (if applicable)	
Other ideas	✓
A feedback page	
An FAQ page	
A newsfeed	
Awards that the school has achieved	
Details of the school's response to extremist behaviour	