

Wallsend Jubilee Website Policy

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Statement of intent

Wallsend Jubilee values the contribution that a website can make to 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 2017.

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

Signed by:

_____	Headteacher	Date: _____
_____	Chair of governors	Date: _____

1. Legal framework

- 1.1. This policy has due regard to relevant legislation and guidance, including, but not limited to, the following:
 - Data Protection Act 1998
 - The School Information (England) (Amendment) Regulations 2017
 - Safeguarding Vulnerable Groups Act 2006
 - Freedom of Information Act 2000
 - Computer Misuse Act 1990, amended by Police and Justice Act 2006
- 1.2. This policy should be read in conjunction with the following school policies:
 - Acceptable Use Agreement
 - E-Safety Policy
 - Anti-Bullying and Harassment Policy
 - Child Protection and Safeguarding Policy
 - Data Protection Policy
 - Disciplinary Policy and Procedure

2. Roles and responsibilities

- 2.1. The school's Senior Leadership Team (SLT) is responsible for the overall management of the school website, ensuring that all content is up-to-date and relevant, and that any statutory requirements are met.
- 2.2. The SLT is responsible for creating, monitoring and updating the school website content, unless otherwise agreed by the head teacher.
- 2.3. If other members of staff wish to publish content on the school website, this must be agreed by the SLT and head teacher.
- 2.4. The SLT is responsible for reporting any problems with the school website to the head teacher.
- 2.5. The governing board will be kept informed of the development of the school website and will have the opportunity to contribute to content.
- 2.6. The governing board, the head teacher and the SLT will meet regularly and work together in order to ensure the school website is as effective as possible.
- 2.7. All staff are made aware of the relevant child protection, privacy, data protection, libel, defamation, harassment and copyright laws that may apply to the school website content.
- 2.8. Staff members are not permitted to express personal opinions on the school website, and are made aware of the consequences of breaching this agreement.

- 2.9. Authors will be accurate, fair and transparent when creating or altering online sources of information.
- 2.10. Official school websites and accounts will not be created for trivial reasons.
- 2.11. All content expressed on the school website, and any social media accounts, will not breach copyright, data protection or freedom of information legislation.

3. Access and approval

- 3.1. The SLT is responsible for creating and distributing the school website terms of use, which all website content will comply with.
- 3.2. Parents, pupils and staff will act in accordance with the terms of use at all times.
- 3.3. Before content is published to the school website it will be approved by the SLT.
- 3.4. In the absence of the SLT, the head teacher or other designated member of staff is responsible for approving content to be published.
- 3.5. All written content goes through a quality assurance process before being published to ensure a high-standard of quality and accuracy.
- 3.6. All content is proof read by the SLT or another designated member of staff.
- 3.7. Any amendments will be discussed with the author, and the material will be revised appropriately.
- 3.8. The SLT manages the quality assurance process, ensuring that content is published in a timely manner.
- 3.9. Parents are permitted to request a paper copy of any information published on the school website, and this will be provided free of charge.
- 3.10. Any member of staff wishing to post content to the school website will consult the SLT about the purpose of all proposed content and website activity.
- 3.11. Consideration is given to the language that is used on the school website, ensuring that it is appropriate for the audience, e.g. swearing and innuendos will not be tolerated on the website.
- 3.12. Any content that is contributed to by other parties, for example Hadrian Bears, or external organisations is discussed with, and approved by, the SLT.
- 3.13. Staff members are not permitted to disclose information, make commitments or engage in activities with third parties on behalf of the school without authorisation from the Head Teacher.
- 3.14. Approval for participating on behalf of Wallsend Jubilee, on websites created by third parties, will be obtained from the Head Teacher.

- 3.15. The Head teacher takes responsibility for considering and evaluating the level of engagement of contributors.
- 3.16. The SLT monitors content uploaded by other users, ensuring that it is compliant with the terms of use.
- 3.17. Any content deemed to breach the terms of use will be removed from the school website.
- 3.18. Permission will be sought from the relevant people before citing or referencing their work.
- 3.19. Inappropriate or abusive comments will be removed from the school website immediately, and reported to the Head teacher.
- 3.20. In the case of illegal content or behaviour, the Head teacher will inform the appropriate authorities immediately, such as the police and the Child Exploitation and Online Protection Centre.
- 3.21. All links to external sites are checked for the suitability of their content for their intended audience.
- 3.22. Any content written by pupils is reviewed by the Head teacher or other delegated member of staff prior to publishing to ensure that no personal details are included that could lead to the identification of the pupil.
- 3.23. All content is checked by the Head teacher, or other delegated member of staff, for its suitability for its intended audience.
- 3.24. All content is reviewed by the Head teacher or other delegated member of staff to ensure that it is in no way defamatory.
- 3.25. Content is checked by the Head teacher or other delegated member of staff to ensure (as far as possible) that no copyright or intellectual property rights are infringed.

4. Statutory and recommended content

- 4.1. The following information is published on the school website, in line with government guidance and regulations:
 - The school's contact details, including the following:
 - The name of the school
 - Postal address
 - Telephone number
 - The name of the member of staff who deals with queries from parents and other members of the public

- The name and contact details of the special educational needs coordinator
 - Name of the headteacher
 - Name of the chair of the governing board
- The admission arrangements at the school, which are published each year and kept on the website for the whole academic year, including the following:
 - How the school considers applications for every age group
 - What parents should do if they want to apply for a place at the school for their child
 - The school's oversubscription criteria
 - How parents can find out about admission arrangements through the LA
 - Any variation to the admissions arrangements that may happen during the school year.
- Copies of the following policies and procedures:
 - Behavioural Policy
 - The complaints procedure
 - Arrangements for handling complaints from parents of children with special educational needs and disabilities, including information about the support the school provides
 - Charging and Remissions Policy
- Details of, or a link to, the school's most recent Ofsted report
- A link to the school's performance tables on the DfE website
- The school's most recent key stage results, including the following:
 - Average progress scores in reading, writing and maths, including the average progress that pupils have made between KS1 and KS2 in reading, writing and maths
 - Average 'scaled scores' in reading and maths
 - Percentage of pupils who achieved the 'expected standard' or above in reading, writing and maths

- Percentage of pupils who achieved a high level of attainment in reading, writing and maths
- Curriculum information, including the following:
 - Curriculum approach and content for each subject and year group
 - How additional information about the curriculum can be obtained by parents
 - The names of any phonics or reading schemes in operation
- The strategy for the use of pupil premium funding per academic year, including information about the following:
 - The school's pupil premium allocation
 - A summary of the main barriers to educational achievement faced by eligible pupils
 - How the school will spend the funding to address those barriers
 - How the school will measure the impact of the funding
 - The date of the next review of the strategy
 - How the previous year's funding was spent and its impact
- Information about the PE and sport premium, including the following:
 - The allocation for the current academic year
 - How the funding will be spent
 - How last year's allocation was spent
 - How the funding impacted pupils
 - How the school will ensure these improvements are sustainable
- The school's SEN information report
- Details of how the school is complying with the public sector equality duty and the school's equality objectives
- The school's ethos and values
- Details of the structure and responsibilities of the governing board and its committees, and information about each governor's business and financial interests, and their governance roles in other schools

5. Data protection

- 5.1. School website content does not identify any pupil by their full name or allow identifying information to be published without the written consent of a parent.
- 5.2. Personal details of pupils or staff, such as home addresses, telephone numbers and personal email addresses, are not hosted on the school website.
- 5.3. Images and videos of pupils are not published without written consent from a parent.
- 5.4. Any images of pupils will not be labelled with their names.
- 5.5. The school website does not feature any close-up pictures of individual pupils – only group photographs with two or more pupils will be published.
- 5.6. Pupils are only shown in photos where they are suitably dressed.
- 5.7. Permission is obtained from parents before publishing the work of any pupil. Only the pupil's first name and year group is used to identify the work.
- 5.8. Parents have the right to refuse permission for their child's work and/or image to be published on the school website. 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 on the website.
- 5.9. The school website uses cookies, also known as internet cookies or web cookies, which are a type of message that is given to a web browser by a web server.
- 5.10. The 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.
- 5.11. The school may use the information obtained from the cookie in the administration of the school website, in order to improve the website's usability and for marketing purposes.
- 5.12. The school may use the information gathered from the cookie to recognise a user's computer when they visit the school website, and to personalise the school's website for the user.

6. Moderating and reviewing website content

- 6.1. All content is moderated and reviewed, using the terms of use as guidance.
- 6.2. The Head teacher and two other designated members of staff review the content of the school website on a monthly basis and ensure all information is up-to-date.
- 6.3. In case of absence, other members of staff are adequately trained and prepared to maintain and moderate the school website and any social media accounts.

- 6.4. All external links used on the school website site are checked and monitored to ensure that they are safe and appropriate for the intended audience.
- 6.5. All activity on the school website is reviewed on a monthly basis by the Head teacher and two other designated members of staff and checked against the terms of use.

7. Website disclaimer

- 7.1. The information on the school website is provided free-of-charge, and therefore, Wallsend Jubilee believes that it would be unreasonable to hold the school liable in respect of the website and the information on the website.
- 7.2. The school ensures that the information on the website is correct and kept up-to-date as much as possible.
- 7.3. To the maximum extent permitted by applicable law Wallsend Jubilee excludes all representations, warranties and conditions.
- 7.4. An appropriate disclaimer features on the website, outlining the school's legal position and interests in terms of the use of the website.
- 7.5. The 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.
- 7.6. The school will review and revise the disclaimer annually.

8. License to use the website

- 8.1. Parents and the public may view and download school website content 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 reproduced, duplicated, copied, sold or otherwise exploited for a commercial purpose, without the school's express written consent.

9. Breaches of this policy

- 9.1. 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.

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

10. Monitoring and review

- 10.1. This policy will be reviewed on an annual basis by the head teacher, in conjunction with the SLT.
- 10.2. Any changes made to this policy will be communicated to all members of staff.
- 10.3. The next review date for this policy is November 2018.