

Social Media Pledge

Doing all we can to reduce the risk and mitigate the impact of social media on young people at Ladywood

Context

Social Media and its associated content is more accessible in the early 21st Century than at any point in history. Children at Ladywood, like those across the UK have at their fingertips a wealth of information and communication technology which brings with it a more connected and content-driven world than ever before. This presents very many benefits: the instant availability of information, the accessibility of people and organisations and the ability to retain and instigate communication have the potential for real good. However, all too often, children are exposed to content, individuals and the influence of organisations that pose significant risk in terms of mental health and wellbeing, criminal and sexual exploitation and cyber fraud.

The vast majority of social media platforms have set age restrictions that mean that primary aged children should not have any kind of access to them, supervised or otherwise. Indeed, children who have social media accounts on platforms where they are younger than the stated age limit are in breach of the terms of that platform and at risk of potentially breaking the law.

Our Position

The position of Ladywood Primary School is that no child should use any form of social media platform where the age restriction prohibits them from doing so. We want, very deliberately, to be blunt and clear: *use of such platforms for primary age children is extremely dangerous and presents tangible risks to children*. Children who are using these platforms, in contravention of the terms of use and age restrictions are at risk every time they do so. They are at risks of criminal and sexual exploitation, AI-generated so-called deepfakes and fraud. Parents have a responsibility to fully prevent children from using social media platforms that they are too young for. Parents should and must immediately take action where they believe their child is using a platform against its terms of use.

We understand that Parents are under pressure from their children – children will want to use and explore technology that their friends are using. The only way we can reduce this peer-pressure element is to work consistently to make the BG Community a social-media-free community, where all children and Parents pledge that they will not use platforms they are too young for and that they will openly discuss the potential risks of doing so. We want everyone to commit to actively, and regularly discouraging all our young people from using such dangerous and risky platforms.

We want to encourage children to use the online world positively, to enhance their lives and learning, to communicate safely and to broaden their horizons.

What We Are Doing

Ladywood has a robust online and e-safety curriculum within our computing strategy – this can be found on our website and should be read alongside this pledge.

All our staff receive regular online safety and safeguarding updates.

All children and staff will be required to enter into an Acceptable Use Agreement for use of the internet while on school premises.

We will hold information sharing events for children, often in the form of assemblies delivered both in-house and by external partners with a specific focus and message that social media platforms designed for older children and adults are dangerous for primary aged children and must not be used.

We will maintain an up-to-date collection of online safety information for Parents and Carers and we will regularly communicate about this.

We will consistently review our curriculum in light of the changing landscape.

We will ensure compliant filtering and monitoring practices within the network.

We will look to engage with external partners including CEOP and the Police as well as the National Cyber Security Centre, CyberAware and Cyber Choices.

We will look to refer any child about whom we have concerns within the Cyber Choices strategy.

We will ask all children and Parents in Key Stage 2 to sign and commit to the Ladywood Social Media Pledge.

Our intention is to equip children with an appropriate online and social media radar, so that they are not in harm's way, not exposed to danger and risk and so that our community is focussed on being free of the dangers and associate pressures of inappropriate social media and gaming.

Ladywood Pupil Pledge

My Name

Today's Date

Today, I am signing my name to the Ladywood Social Media Pledge. I know that this means that I will not use any social media app, platform, website or games that I am too young to use.

I promise that I will listen to the information that my school and family share with me about the risks of this technology.

I promise that I will not put pressure on any other child in our school to use any of this technology.

I promise that I will do everything that I can to keep myself and others safe online.

I promise to talk to a trusted adult if I feel worried about this technology.

I understand that school staff and my family will do everything they can to protect me online and that I will always be honest and truthful.

I understand that online communication is not free from responsibility and that I will always do my best to be kind, fair and safe online.

My Signature

Ladywood Parent Pledge

My Child's Name

Today's Date

Today, I am signing my name to the Ladywood Social Media Pledge.

By doing so, I am committing to engaging with the school and the information it shares about online risks.

I am committing to do all I can to support the school in becoming a social-media-free community.

I am committing to monitoring my child's use of the internet and to actively preventing them from accessing content or using platforms that they are too young for.

I am committing to promoting the message of safety around social media and to fully supporting the work of the school in this area of safeguarding.

I understand that issues that arise out of my child's use of technology for which they are too young are my responsibility and will be accountable for this, seeking support from appropriate partners wherever necessary.

My Signature