



Name of policy	Reviewed by	Signed	Date reviewed	Date for next review
E-Safety and Media	Jade Sloan		2/5/26	May 2027

E-Safety and Media Policy for Blackbird Creative Arts Ltd

1. Introduction

Blackbird Creative Arts Ltd (hereafter referred to as “the organisation”) is committed to providing a safe and supportive environment for all students and staff. This E-Safety and Media Policy outlines the guidelines and expectations for the safe and responsible use of digital technologies, media, and online platforms within our creative arts alternative provision.

2. Purpose

The purpose of this policy is to:

- Promote a safe digital environment for learning and creative exploration.
- Protect students and staff from risks associated with the online and media world.
- Set clear expectations for the responsible use of digital technologies.
- Educate all members of the community about the risks and benefits of digital media.

3. Scope

This policy applies to:

- All students and staff at Blackbird Creative Arts Ltd.
- Any digital tools, social media platforms, or online environments used for educational purposes.
- The use of personal devices such as mobile phones, tablets, and laptops.
- External media engagements involving students.

4. E-Safety Principles

a. Student Safety:

- Students are encouraged to hand in their mobile phones upon arrival or keep them securely in their bags.

- All student laptops have Securas software installed on which gives us full monitoring access to the device and blocks inappropriate content.
- Online safety education and monitoring will actively protect students from exposure to new online content risks, explicitly including misinformation, disinformation (such as fake news), and conspiracy theories.
 - Students should always be supervised when using the internet and digital devices.
 - Online content should be age-appropriate and meet the students' learning needs.
 - Students must report any online bullying, inappropriate content, or concerns about their digital safety.
 - Digital tools and platforms used must be vetted for safety and security.

If a student is suspected of using their personal device for cyberbullying, accessing harmful content, or disrupting learning, staff reserve the right to confiscate the device for the remainder of the session and parents/carers will be informed

b. Staff and Volunteer Responsibilities:

- All staff to complete the Online Safety Course
- All digital communications with students should be professional and appropriate.
- Staff must be trained in recognising and responding to e-safety concerns.
- **Personal devices**
 1. Avoid using personal phones, computers, or social media to communicate directly with young people unless necessary and with parental consent where applicable.
 2. Staff must not share personal contact details or accept young people's personal contact details on social media or personal messaging platforms.
 3. Staff's personal phones, laptops must not be used by students.

c. Social Media Use:

- Blackbird Creative Arts Ltd maintains a presence on social media platforms to showcase student work, promote activities, and engage with the community.
- Students must be informed and gain consent before their work is posted online.
- The use of social media for personal or professional purposes must respect the dignity and privacy of others.
- Any online activity that involves students must be done with explicit permission from both students and guardians.

5. Media Engagement and Student Consent

a. Student Content Creation:

- Students will have the opportunity to create media content such as photographs, videos, music, and artwork as part of their creative process.
- Students must be made aware of their rights over their work, and how their creations may be used by the organisation.

- Written consent from both the student and their guardian is required before any student-created content is shared with the public, including on social media, websites, or in press releases.

b. External Media Involvement:

- Any external media engagement (e.g., press interviews, collaborations with theatre companies, etc.) involving students must have prior approval from the student's guardians.
- Appropriate safeguarding measures will be in place for any media engagement involving children or vulnerable individuals.
- The organisation's staff will ensure that students are aware of the purpose of the media engagement and that they feel comfortable participating.

6. Cyberbullying and Online Harassment Prevention

- Blackbird Creative Arts Ltd has a zero-tolerance policy towards cyberbullying, harassment, or any form of digital abuse.
- Students will be educated about the impact of cyberbullying and how to protect themselves online.
- Any complaints regarding cyberbullying or harassment will be taken seriously and investigated promptly. Disciplinary actions will be implemented for students found guilty of such behaviours.

7. Data Protection and Privacy

- Blackbird Creative Arts Ltd is committed to protecting the privacy and personal data of all students, staff, and stakeholders.
- Personal information, including photographs, videos, and contact details, will only be collected, stored, and used in accordance with relevant data protection laws and regulations.
- Students' personal data will not be shared with third parties without explicit consent from the student and their guardian, except where legally required.
- All digital content shared by the organisation will be done in compliance with copyright laws and appropriate content licensing.

8. Digital Access and Resources

- Students will have access to digital tools and online platforms that enhance their creative learning experience. All resources will be vetted to ensure they are safe and appropriate.
- The organisation will ensure students understand the risks and benefits of online engagement.
- We ensure appropriate Filtering and Monitoring systems are in place and regularly reviewed. These systems specifically cover and restrict the use of Generative AI to prevent access to harmful content, deepfakes, or inappropriate material.

9. Monitoring and Review

- The use of digital tools and online platforms by students will be monitored to ensure compliance with this policy.
- This policy will be reviewed annually or sooner if necessary, to ensure that it remains up-to-date with best practices and emerging technologies.

10. Reporting Concerns

- Any concerns or incidents relating to e-safety or inappropriate media use should be reported immediately to the designated safeguarding lead.
- A clear procedure will be in place for handling concerns, with prompt follow-up and appropriate actions taken to address issues.
- If a student is involved in a serious online safety incident (e.g., cyberbullying, sexting, or accessing illegal content), the Designated Safeguarding Lead will inform the student's referring school on the same day.

11. Conclusion

By adhering to this E-Safety and Media Policy, Blackbird Creative Arts Ltd aims to create a secure, responsible, and creative digital environment for all involved. We believe that digital safety is a shared responsibility and will continue to foster an environment where everyone can learn and explore the world of creative arts safely.