

**Broad Oak
Primary
School**



CYBERBULLYING POLICY

Attitude

Behaviour

Courage

Determination

Enthusiasm

Friendship

Resilience

Broad Oak Primary School

Cyberbullying Policy

What is Cyberbullying?

"Cyberbullying is the use of Information Communication Technology (ICT) particularly mobile phones and the internet to deliberately upset someone" DCSF 2007

How is Cyberbullying different?

Bullying is bullying wherever and however it takes place – Cyberbullying is a method of bullying that is concerned with the use of ICT to upset, threaten or humiliate someone.

- Cyberbullying can take place 24/7 in any location
- Cyberbullying can occur on vast and rapid scale
- Electronic content is very hard to control once it has been posted and can never be guaranteed to be removed totally from circulation
- Bullies can take actions to attempt to be anonymous and can feel “distanced” from the incident
- “Bystanders” can easily become perpetrators
- The ‘profile’ of a Cyberbully or a target varies - age/size is not an issue
- Cyberbullying incidents can be used as evidence
- Cyberbullying can occur unintentionally often due to a lack of awareness/empathy - “It was only a joke”

Broad Oak Primary School takes the issue of cyberbullying (as with all forms of bullying) very seriously. The following advice will be disseminated to both pupils and parents, in lessons to children and by newsletter to parents.

Key Advice to Pupils

- Always respect others – think about what you say online and what images you send/post
- Remember that anything you publish online can be made public very quickly and you will never be sure who may have seen it. Once something is posted you lose control
- Treat your password like a toothbrush – never share it with anyone and only give your personal information like mobile phone number or email address to trusted friends
- Learn how to block or report online Bullies or anyone behaving badly!
- Don't retaliate or reply.

- Save the evidence – text messages, online conversation, pictures etc.
- Always make sure you tell:
 - an adult you trust or contact someone like Childline
 - The service provider e.g. website, mobile phone company etc.
 - The school or the police

If you see Cyberbullying take place, then support the victim and REPORT the bullying.

Key Advice for Parents/Carers

- Your child is just as likely to be a bully as to be a target. Be alert to your child being upset after using the internet/phones – they may be secretive, change relationships with friends
- Talk to your child and understand how they are using the internet and their phone
- Use safety tools and parental controls – if you're not sure how contact your service provider. Please note tools are not always 100% effective
- Remind your child not to retaliate
- Keep any evidence of Cyberbullying – emails, Online Conversations, texts etc.
- Report the Cyberbullying
- Contact the school so they can take action if it involves another pupils
- Contact the service provider e.g. website, phone company etc.
- If the cyberbullying is serious and a potential criminal offence has been committed, then consider contacting the police. (Adapted from DCFS Cyberbullying Guidance)