



Fairfield Primary School Cyber Bullying Policy

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CYBERBULLYING POLICY

POLICY STATEMENT

At Fairfield Primary School, we are committed to providing a safe, respectful and inclusive environment in which all members of the school community can learn and work free from bullying, harassment and discrimination.

We recognise that technology plays an important role in children's lives and provides many educational and social benefits. We are equally aware that technology can be used in ways that cause harm. Cyberbullying is unacceptable and will be treated with the same seriousness as any other form of bullying. The school recognises that cyberbullying may constitute a safeguarding concern and can form part of a pattern of child-on-child abuse. All concerns will be taken seriously and responded to in accordance with safeguarding procedures.

AIMS

This policy aims to:

- Promote a culture of kindness, respect and responsible online behaviour.
- Prevent cyberbullying through education, awareness and positive digital citizenship.
- Ensure pupils, staff, parents and carers understand what cyberbullying is and how to report concerns.
- Provide clear procedures for responding to incidents.
- Support those affected by cyberbullying.
- Hold those responsible for cyberbullying accountable while supporting behaviour change.
- Ensure incidents are recorded, monitored and reviewed appropriately.
- Meet the school's safeguarding and legal obligations.

WHAT IS CYBERBULLYING?

Cyberbullying is the use of technology to intentionally harm, threaten, intimidate, embarrass, humiliate or target another person.

Cyberbullying may occur through:

- Social media platforms
- Messaging services
- Online gaming platforms
- Email
- Websites and online forums
- Shared images, videos or recordings
- Artificial intelligence (AI) tools and generated content
- Creating, sharing or threatening to share manipulated, altered or AI-generated images, audio or video designed to embarrass, exploit, intimidate or harm another person.

Examples include:

- Sending threatening, abusive or offensive messages
- Sharing confidential or personal information without consent
- Excluding individuals from online groups or activities
- Posting humiliating comments, photographs or videos
- Impersonating another person online
- Creating or sharing manipulated, edited or AI-generated images designed to cause harm

- Encouraging others to target an individual online

Cyberbullying can take place both on and off school premises and outside normal school hours. Where such behaviour affects the wellbeing, safety or education of members of the school community, the school will take appropriate action.

PREVENTION

The school promotes online safety through:

Curriculum

Pupils are taught:

- Safe and responsible use of technology.
- How to recognise cyberbullying.
- How to seek help and report concerns.
- The importance of respectful online communication.
- The risks associated with sharing content online.
- The potential misuse of AI and emerging technologies.
- To understand digital footprints and online reputation.

Staff Training

Staff receive regular safeguarding and online safety training, including:

- Recognising cyberbullying.
- Responding to online incidents.
- Emerging technologies and associated risks.
- AI-generated content and online manipulation.

Parents and Carers

The school provides information and guidance to support parents and carers in promoting safe online behaviour and responding to concerns.

Filtering and Monitoring

The school maintains appropriate filtering and monitoring systems to help safeguard pupils online. Concerns identified through these systems will be assessed and addressed in accordance with school safeguarding procedures.

REPORTING CONCERNS

All members of the school community are encouraged to report concerns about cyberbullying.

Reports may be made to:

- A class teacher
- The Designated Safeguarding Lead (DSL)
- A member of the Senior Leadership Team
- Any trusted adult within school

All reports will be taken seriously and investigated appropriately.

Pupils will never be blamed for reporting concerns or seeking help. Concerns may also be reported by parents, carers or members of the public.

RESPONDING TO CYBERBULLYING

Where cyberbullying is suspected, the school will:

1. Ensure the immediate safety and wellbeing of those affected.
2. Gather available evidence.
3. Assess whether safeguarding concerns are present.
4. Determine the appropriate response.
5. Support all parties involved.
6. Record the incident and actions taken.

The response will be proportionate to the nature and seriousness of the incident.

SUPPORT FOR PUPILS

Support may include:

- Reassurance and emotional support.
- Advice on how to remain safe online.
- Assistance in reporting harmful content.
- Support from pastoral staff.
- Involvement of parents and carers.
- Referral to external services where appropriate.

The needs and wishes of the pupil affected will be taken into account when determining support arrangements.

INVESTIGATION

Investigations may include:

- Reviewing screenshots, messages or other evidence.
- Speaking with pupils involved and witnesses.
- Liaising with parents and carers.
- Consulting external agencies where necessary.

Where electronic devices require examination, staff will act in accordance with current DfE guidance on Searching, Screening and Confiscation and the school's own procedures.

SAFEGUARDING CONSIDERATIONS

Some incidents of cyberbullying may involve:

- Child-on-child abuse
- Sexual harassment
- Sexual violence
- Online exploitation
- Coercive behaviour
- Hate incidents
- Discriminatory abuse (this may include racist, disability-related, homophobic, biphobic, transphobic, sexist or religion-based bullying).
- The school recognises that online behaviour and incidents occurring outside school may have a significant impact on pupils' safety, wellbeing and education and will be responded to appropriately.

Where safeguarding concerns are identified, the Designated Safeguarding Lead will determine the appropriate course of action in accordance with the Child Protection and Safeguarding Policy

Where necessary, referrals may be made to Children's Social Care, the Police or other relevant agencies.

SANCTIONS AND EDUCATIONAL RESPONSES

Where appropriate, sanctions may be applied in line with the Behaviour Policy.

The school will seek not only to address the behaviour but also to educate pupils and promote positive change.

Responses may include:

- Restorative approaches
 - Educational interventions
 - Loss of privileges
 - Increased supervision
 - Behaviour support programmes
 - Disciplinary sanctions where appropriate
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RECORDING AND MONITORING

Cyberbullying incidents will be:

- Recorded using the school's recording system of CPOMS in accordance with the school's safeguarding and recording procedures.
- Monitored for patterns and trends.
- Analysed alongside wider safeguarding, behaviour and attendance data.
- Reported to governors through regular safeguarding reporting arrangements.

The school will regularly review the effectiveness of its procedures and take action where concerns emerge.

ROLES AND RESPONSIBILITIES

Governing Body

The Governing Body will:

- Ensure statutory responsibilities are met.
- Monitor safeguarding and behaviour information.
- Review the effectiveness of this policy.

Headteacher

The Headteacher will:

- Ensure this policy is implemented consistently.
- Promote a culture of respect and inclusion.
- Support staff in responding effectively to concerns.

Designated Safeguarding Lead

The DSL will:

- Oversee safeguarding elements of cyberbullying incidents.
- Provide advice and support to staff.
- Ensure appropriate recording and referral where necessary.

Staff

All staff will:

- Promote positive online behaviour.

- Challenge inappropriate conduct.
- Report concerns promptly.
- Support pupils affected by cyberbullying.

Pupils

Pupils are expected to:

- Treat others respectfully online and offline.
- Report concerns promptly.
- Use technology safely and responsibly.

Parents and Carers

Parents and carers are encouraged to:

- Promote safe online behaviour.
- Support the school's expectations.
- Report concerns to school at the earliest opportunity