

Ebrington Primary School Social Media Policy



Policy created - October 2017

Intended policy review - October 2018

The implementation of this policy will be monitored by members of the SLT and Social Media Team.

Approved by (Principal)

Date

Approved by (Governor)

Date

School Facebook/Twitter Page Policy

Rationale

Maintaining an online presence is vital for schools, not only in terms of keeping the school community up to date with school events, but also in terms of attracting potential enrolment.

Having a school website is an essential part of this, but web users must specifically visit the school website regularly to receive this information. By having a Facebook/Twitter page, the school is feeding school information, news and notices directly into the personal news feeds of parents and the wider school community.

Aims

The purpose of having a school Facebook Page is:

- To continue to advance our school information system with information shared via Facebook/Twitter, along with the existing methods of paper letters, text messages, email and the school website.
- To publicise and increase awareness of school events.
- To announce any updated information that appears on our school website via Facebook/Twitter.
- To highlight positive school achievements in a forum where they can be shared by the school community.
- To make school announcements.
- To use Facebook/Twitter as a means of marketing the school to a wider audience.
- To engage the community that Ebrington Primary School serves and to act as a key component of our school's online presence.
- To facilitate communication and networking opportunities between parents especially new or prospective parents.
- To maintain contact with past parents and past pupils.

Control of Content

The uploading of content to the Facebook page will be by a selection of staff approved by the Principal. They will be responsible for password protection and committed to the safeguarding of children at all times.

Following Facebook Accounts

Ebrington Primary School's Facebook page will be open for all to follow; however, the school reserves the right to block accounts deemed inappropriate or offensive to ourselves or to others.

Terms of use for Ebrington Primary School's Facebook/Twitter Accounts:

- Users should not share anything that may compromise the safety of any member of the school community.
- Personal information of pupils, parents or staff should never be shared.
- Users should not post anything on the page that could be deemed offensive. Inappropriate or harmful comments/content will be removed immediately.
- Users should not share any information that is confidential.
- Users cannot tag photographs of children on the page.
- Users will not mention individual staff members in a negative light on the school Facebook/Twitter page. The tone of any discussions should be positive and respectful.
- Users should not ask to be "friends" with staff as failure to respond may cause offence.
- Users cannot advertise products and services on our school Facebook page.
- Page visitors cannot message the school privately through the Facebook page.
- Page visitors cannot post photographs or videos to the school page.
- **All content posted by the school will be through the Ebrington Primary School account.**
- Children will never be identified by tagging or by having their full name mentioned in comments on the Facebook page. First names only will be used.

- Only photographs of children whose parents / carers have given explicit permission for their child's image to be used on Facebook/Twitter will be uploaded.

Points to note:

- Facebook requires a minimum age of 13 and all users are reminded that children under the age of 13 should not be using Facebook. Ebrington Primary School reserves the right to remove comments from and block users who they know to be under the age of 13.
- Ebrington Primary School will not engage in discussions on Facebook/Twitter which result in the school being shown in a negative light. Complaints made in public through social media are detrimental and could be damaging to the school community and as such are not beneficial to the children. Parents/carers should bear this in mind before publishing such complaints online. Any complaints, should they arise, should be pursued through the appropriate channels by making contact with the member of staff involved, the Vice Principal or the Principal. A meeting can then be arranged at a mutually convenient time to bring about a resolution to the issue.
- Parents/ carers should also be aware that defamatory comments are unlawful and may result in legal action.