

Whittingham C of E Primary School

Policy for Use of Facebook, Twitter and other Social Media

Rationale

We believe that 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 in order to do this parents and carers must specifically visit the school website regularly to receive this information. By having a Facebook 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 develop our school information system with information shared via Facebook, along with the existing methods of paper notes, text messages, email and the school website.
- To publicise school events and increase awareness about school fundraising.
- To announce any updated information that appears on our school website via Facebook.
- To highlight positive school achievements in a forum where they can be shared by the school community.
- To make school announcements.
- To use Facebook as a means of marketing the school to a wider audience.
- To have a Facebook Feed embedded on the homepage of the school website.
- To engage the community that Whittingham C of E Primary School serves and acts 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.

Terms of use of Whittingham C of E Primary School Facebook page:

- Users should not share anything that may compromise the safety of any member of the school community-never transmit any personal information of pupils, parents or staff.
- 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- if it seems confidential, it probably is. Online “conversations” are never private.
- Users cannot tag photographs of children on the page.
- Users should not engage in giving negative feedback on Facebook, it is more appropriate to deal with the school directly on such matters.
- Users will not mention individual staff members in a negative light on the school Facebook 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.

This policy has been sent to all parents and as such is expected that you agree to these terms.

The sanction for breaking any of the terms of use is an automatic ban.

Please remember

- Facebook lists a minimum age requirement of 13, and all parents are reminded that children under the age of 13 should not be on Facebook.

Date of Policy- Summer Term 2017.

Belinda Athey – Headteacher and Steph Tuczemskyi – Chair of Governors.