



# THE DISTRICT

CE PRIMARY SCHOOL

## Social Media Policy

<b>Chair of Governors</b>	Mr F Maguire
<b>Headteacher</b>	Mrs L Shelford
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*The caring path to achievement, reflecting the values of Christ.*

## Social Media Policy

### Policy outline

The purpose of this policy is to explain the acceptable use of the school's social media accounts (currently Facebook and Twitter) for staff, pupils and parents/carers. It will therefore include the aims of the school's usage of social media, the benefits that will arise from its proper use and how we intend to avoid any pitfalls from using social media.

### Aims of using Social Media

The school's social media accounts will be used to promote the excellent work by staff, pupils and parents and to celebrate the achievements and successes of the school. Our social media accounts are to be used purely as a means of distributing information about the school rather than receiving information or communication.

### Benefits of using Social Media

We hope that the school's use of social media will help to galvanise links with the local community and with other schools whilst giving current and potential parents/carers and pupils an insight into the work we do with our pupils. We also hope that the use of the school's social media accounts presents an opportunity to model the effective and responsible use of social media for the school community.

### Social Media Control and Usage

#### Twitter:

The school Twitter account @TheDistrictCE administrators are H.Wright and D.Atkinson. They will be responsible for retweeting any relevant tweets, for checking appropriateness of tweet content and the settings of the account. They will oversee the direct messaging section and followers of the account. If a tweet is found to be inappropriate, the administrators will take the appropriate actions: delete the tweet, correct and re-post if possible, inform the teacher responsible for posting, inform SLT if necessary.

The uploading of content will be controlled by teachers. They will be responsible for password protection and uploading of content. They should not at any point change the password or any settings. Teachers may post a tweet, but not retweet any other content. They must not use the direct messaging system at all. They may not follow, unfollow, block or unblock accounts. If an inappropriate account has tweeted, tagged or direct messaged the school account, teachers must alert the account administrators named above.

LSAs may forward post content to the teachers they work with.

Suitable content would include: notices to parents of events, celebrating good work, making contact with authors and experts.

### Facebook:

The school Facebook account administrator is H.Wright. The administrator will be responsible for reposting any relevant posts, for checking appropriateness of content and the settings of the account. They will oversee the direct messaging section and friends of the account.

The uploading of content will be controlled by the administrator. Most content will be directly posted from the Twitter account. The accounts are linked up, so all tweets are directly reposted on the school Facebook account. Therefore, teachers must let the administrator know if they delete a Twitter post, due to spotting an error, as it will not automatically be deleted from the school Facebook account. The administrator will be required to delete the post manually. Teachers will not be able to directly post on the Facebook account.

Any use of school social media accounts must be on school devices i.e. not personal phones or tablets.

For any private messages received through the school's social media accounts, a set response will always be replied by the account administrators, directing the sender to use the school's methods of communication on the school website 'contact us page'.

### Social Media Followers

We reserve the right to block accounts deemed inappropriate or offensive to ourselves and/or others. The school will not actively seek to follow other users and will only follow other social media users whose association with the school is beneficial for staff, pupils and parents/carers (e.g. a children's author or an educational account).

### Staff Social Media Accounts

Members of staff are welcome to re-post the school's social media output on their own personal social media accounts. Any content that they would like to upload concerning any school activities however must be posted via the school's social media accounts, following the process outlined above.

Members of staff must be aware that, since they are associated with the school, any material that they upload on social media will also be associated with the school. Therefore staff should be sure to adhere to the school and council 'Code of Conduct' policies.

### Data Protection

Children's full names will not be used on any social media post by the school, only photographs of pupils with signed permission slips will be used in any social media posts and photographs and children's names will never feature together. A post may include ONLY the child's first name and first initial (if required) OR their photograph. Children without permission to have photographs shared on social media will have their faces blurred or covered to ensure anonymity, if they feature in a group shot.

#### Related Policies:

- School Code of Conduct for Employees
- School E-safety Policy
- Council Social media Policy (2011)
- School's Team Employee Handbook