St Peter at Gowts Church of England Primary School

Policy	Social Media (Twitter and Facebook)
Date adopted	September 2015
Date reviewed	March 2023

Rationale
The rationale of this policy is to explain acceptable use of social media relating to the St Peter at Gowts CE Primary School Twitter page @StPeteratGowts and staff accounts @(staffname)spag and the school Facebook account, for staff, children, parents and governors. This policy should be read in line with the school's Online Safety policy.

Aims
This policy aims to explain the purpose of social media in our school and the benefits that will arise from its proper use, and also avoid any potential pitfalls this technology. This policy will be shared on the school website.

What is the primary purpose of having social media accounts?
All accounts will be used principally to be followed by staff, parents and other professionals in order to advertise the excellent work by staff, children, parents and governors. There will be information about trips, visitors and upcoming events that are happening. It will serve as a really useful reminder about special events in school, for example: meetings, dressing up days and news and events etc. Each teacher will be able to communicate and share learning with the children, parents and grandparents in their class. The feed will include photos, videos and links to help extend learning beyond the classroom. Photos will be added to show what we have been up to but no names will be mentioned alongside photos. If names in mentioned in a body of text, no surnames will be mentioned. We will post about special events, the curriculum we are covering and also send you links to particular resources we have used in class.

Who controls content for staff accounts?
The uploading of content for @StPeteratGowts Twitter account is the responsibility of the Head Teacher. All staff Twitter accounts will be controlled by the named teacher on the account. They alone will be responsible for password protection and uploading of content. The Facebook account will be controlled by the Senior Leadership Team. The Computing and Online Safety Lead will regularly monitor all social media accounts linked to the school.

Who can follow social media accounts?
Accounts are public and can be followed by anyone. The school and staff retain the right to block any followers who post content that is deemed to be inappropriate (see below). We do encourage parents to create a social media account and follow staff across school.

Can pupils have a social media account?
No. Twitter or Facebook accounts should not be opened by any young person under the age of 13. The school supports these age restrictions.

Who will our social media accounts follow and staff accounts?
@StPeteratGowts and all staff are permitted to follow others where following an @ handle has obvious benefits to the school- for example another school or educational professional. Once again, these will be decided on a case-by-case basis at the discretion of the SLT.

<u>What information will be shared relating to individual pupils at the school?</u>
• Photographs (not named)
• Work produced by pupils
• We will only post an individual child's forename (not associated with a photo)
• Individual achievements of pupils, both in and out of school (with consent from parent/carer regarding out of school activities)

Photos of children that are not permitted to be on social media will not be shared. Where these children appear in a group or class photo, their individual image will be blurred or covered so they cannot be identified.

<u>Do parents/carers have to provide consent for information relating to their child to be published by the school social media accounts?</u>
The school will use consent provided under parental consent form and/or admission form, which they complete when enrolling their child at the school.
Parents/carers who have specific concerns about information relating to their child being posted social media accounts should address these in writing to the Headteacher.

<u>What is inappropriate content and referencing and how will it be dealt with?</u>
The school social media accounts welcome any referencing, mentions, or interactions that position the school in a positive light only. Therefore, we deem any of the following as inappropriate:
• Offensive language or remarks aimed at the school, its staff, pupils, parents, governors or others affiliated with the school;
• Unsuitable images or content posted into its feed;
• Unsuitable images or content finding its way from another's account into the our accounts/feeds.
• Images or text that infringe upon copyright;
• Comments that aim to undermine the school, its staff, pupils, parents, governors or others affiliated with the school.

Any inappropriate content will be deleted and its users will be removed, blocked, and, depending on the nature of the comment, reported to Twitter/Facebook. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

By following the school and class feeds, followers are agreeing to adhere to the following rules:
• Users should not use children's names in any comments they wish to make.
• Users should only write comments that portray the school in a positive light (come and talk to us if there's a problem!).
• Photos can be saved by parents and carers but should not be shared on personal social media accounts.
• Failure to comply with these rules will result the user in being blocked.

<u>Use of handheld devices</u>
Staff in school will access social media on their school computers and iPads. This will include the taking of photos and posting. There may be occasions when staff will use their mobile phone to take photos and upload them to social media and post updates. The school deems this as appropriate in line with the staff acceptable use policies. Any staff member using their mobile phone in school is responsible for ensuring the photos taken are deleted after being uploaded to social media. Social media apps can be downloaded and used by staff on personal and school devices. Each staff member is responsible for ensuring the device the app is downloaded onto is password protected.