

Brookside Primary School

Ellesmere Port, Cheshire



Social Media Policy

January 2019

To Be Approved by Governors: March 2019



Brookside Primary School

Social Media Policy

In this technology rich world our pupils, parents and the wider community live in, Social Media is becoming more and more part of daily life.

Objective

The Objective of this policy is to explain acceptable use of Facebook relating to Brookside Primary School's Social Media accounts: <https://www.facebook.com/groups/brooksideprimary/> for paid staff, pupils, parents, governors and volunteers. The policy will therefore aim to explain the purpose and benefits from the responsible use of Social Media and also how we ensure that we mitigate potential risks and uphold safeguarding and online safety policies.

The Primary Purpose of Brookside Primary School Facebook and Twitter Accounts

Brookside Primary School Social Media accounts will be used principally to be followed by staff, parents and other professionals in order to advertise the excellent work by staff, pupils, parents and governors. Similarly, it will also contain information detailing special events in school. The aim of this is to run alongside more traditional methods like newsletters and letters; not to replace it.

As the school moves forward with confidence in Social Media, children will be encouraged to engage constructively with social media tools (Twitter, blogging, skype, webchat) to support their learning. Children's use of social media tools will be directed and monitored, with teachers moderating what content they access.

Who controls content for Brookside Primary School?

The uploading of content will be controlled by members of the Senior Leadership Team and a selection of approved staff. As the school moves forward with Social Media, other staff members may be invited to upload content. Should this happen, this policy will be updated.

They alone will be responsible for password protection and uploading of content. Brookside Primary School has a firm commitment to safeguarding children in all aspects of its work.

Safeguarding Pupils

Safe use of all technologies is an essential component of learning to make best use of them. Safeguarding steps are in place to protect staff, parents and volunteers as well as children.

Children take part in a progressive and proactive e-safety curriculum. Appropriate to their age, they will learn how to use technology safely, how to avoid risks, and what to do if they come across any concerns.

In order to safeguard the pupils at Brookside Primary School, at the beginning of every academic year, school seeks photographic consent to use photographs – all Facebook posts, website uploads and Brookside Primary School Social Media Policy – January 2019

tweets will adhere to this list. Only first names will appear alongside photographs or uploads of children's work.

Under no circumstances should a child's surname be published on the dedicated Brookside Primary School social media sites. And at no time should a member of staff engage in conversations on these sites with a parent and/or child or any other person related to the school.

Social Media Etiquette

Any posts from the official school account will be grammatically correct and will not contain text language like lol, gr8 or l8r.

Teachers and the school normally write collectively as the class in the form of either "Year 4 have been..." or "We have been...", as well as using the "our" possessive pronoun

To make it engaging for our audiences, a variety of content is best published. For example, some questioning/engagement content, alongside photos/video clips, and others linking to writing/work online keeps the audience on social media most engaged.

Who can follow Brookside Primary School?

The Brookside Primary Facebook account is a closed group for only parents and carers of the school to join – all members must be authorised by a member of the Senior Leadership Team and/or approved staff.

Checks will take place by a member of the Senior Leadership Team and/or approved staff to check recent followers. Any user following the school account that is deemed unsuitable, offensive or not adding any value to the school will be blocked. This decision will be made on a case-by-case basis.

Parents will be encouraged to follow the official school account to receive the information the school is posting.

Who will Brookside Primary School Social Media Accounts follow?

Brookside Primary School sees itself more as a distributor of information to those who follow it rather than a receiver of information.

Exceptions may be made where following an @handle and/or other Facebook Account has obvious benefits to the school. These will be decided on a case-by-case basis at the discretion of the Senior Leadership Team.

What is inappropriate content and referencing and how will it be dealt with?

Brookside Primary School welcomes positive referencing, interactions or mentions.

Brookside Primary School will not tolerate any referencing, mentions or interactions on any social media sites that post it in a negative light.

Brookside Primary School deems any of the following inappropriate:

- Offensive language or remarks aimed at the school, its staff, 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 school name feed.
- Images or text that infringe upon copyright or lead to legal implications;
- Comments that aim, or have the effect, to undermine the school, its staff, parents, governors or others affiliated with the school.

Any inappropriate content will be reported to Facebook and its users will be blocked. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

All staff, volunteers, governors, parents and pupils at Brookside Primary School have a responsibility to ensure that they protect the reputation of the school, and to treat colleagues and members of the school with professionalism and respect. Failure to do so may result in appropriate actions being taken.

Review of Policy

Due to the ever changing nature of information and communication technologies it is best practice that this policy be reviewed annually and, if necessary, more frequently in response to any significant new developments in the use of technologies, new threats to e-safety or incidents that have taken place.