St Aidan's Church of England Primary Academy
Social Media Code of Conduct

Intent

Our intent is to use social media as one of the many ways to connect and communicate with the members of our school community. We wish our content to be more accessible, and to benefit from the experience and knowledge of our parent community. Our school's Facebook and Twitter page allows our community to keep up to date with activities through a medium preferred by many.

You can find the pages here: www.facebook.com/staidansbburn or find us on Twitter @staidansbburn

The pages are also other avenues whereby we may seek your input on issues and are an alternative method of making us aware of your concerns.

Our Code of Conduct

Using real names

All users interacting with the St Aidan's social media pages, either by liking or commenting on posts, must do so using an account that clearly identifies them by their real name. People under the age of 13 years are prohibited by Facebook's and Twitters Terms and Conditions from creating an account, therefore the St Aidan's social media pages are a forum for adults to communicate and demonstrate appropriate and positive online behaviour.

Raising issues and not including names

St Aidan's Primary School is happy to be alerted about issues via its social media pages but does wish to remind the community that some things are best dealt with privately. Issues involving any of the students, staff or members of the parent community must not be communicated via such channels. When issues are raised we are happy to see people support the issue via a comment or a 'like'. We will not support any interactions that incite or contribute to overly negative sentiments. We also ask that you do not use the names of any students, staff or any other members of the parent community in any posting in reference to concerns. We reserve the right to block access by anyone who abuses our trust (See below).

Supported use of names in posts

You are welcome to use names in posts when you wish to acknowledge someone's great work or community contribution. We wish our Facebook page to be used in building our community.

Interaction

Initially, users will not be able to comment on the school's postings and on comments by other users. Users will be able to 'like' a post or comment by clicking the 'like' button. These user permissions will be reviewed over the trial period, and assessments will be made about access based on use.

Underage users

St Aidan's Primary School is aware that children under the age of 13 years are not able to create their own Facebook account, in accordance with Facebook's Terms and Conditions. St Aidan's Primary School does not endorse children under the age 13-year-old threshold imposed by Facebook creating their own Facebook account.

Friending teachers on Facebook

All teachers operate under a Department of Education and Early Childhood Code of Conduct that states that they are to maintain a professional relationship with students and parents, and must refrain from social interaction. Please do not seek to friend our teachers.

Moderation and Block listing

St Aidan's Primary School reserves the right to set the strength level of the Facebook profanity filter and to add additional words and names to the page's block list.

Actions resulting from any breaches of the Code of Conduct

The pages will be moderated by the Headteacher and Deputy Headteacher who reserves the right to remove any posting without warning. In the event that any pupil or parent/carer of a child/children being educated is at St Aidan's Primary School is found to be posting negative comments on Facebook or other social network sites, they will be reported to the appropriate 'report abuse' section of the network site. The school will also expect that any parent/carer or pupil removes such comments immediately.

Please see our school website for more information and our social media code of conduct.

We have created a simple list of do's and don'ts to help you use this our pages in an appropriate manner.

Do:

- ✓ Use your real name
- ✓ Use good judgment - Regardless of your privacy settings, assume that all of the information you have shared on your social media is public information.
- ✓ Be respectful - The school and governors have a responsibility to ensure that all members of the school community, be they staff, children or parents, are treated with respect at all time.
- ✓ If you have a worry or concern with the school about your child you need to

use the proper channels to communicate this, which means speaking to your child's class teacher in the first instance or contacting school on 01254 53148

<u>Don't:</u>

- ☐ Re-post images / Photos / Videos of someone else's child - It is not acceptable to post pictures of children without the expressed consent of their parents. Each child's parents/carers at St Aidan's Primary School agrees or disagrees to using student images for publication. Due to confidentiality the school cannot release the names of these students. Therefore, it is vital that this protocol is adhered to when uploading photos/media. We ask that any photos you take and upload onto the Facebook page have the parent's/guardian's permission.
- ☐ Please do not 'friend' school staff. Staffs are subject to an acceptable use policy and professional boundaries which places restrictions on social media use.

St Aidan's Primary School reserves the right to ban any user from interacting with its Facebook page for breaches of this Code of Conduct.

The Law and Facebook's Terms of St Aidan's Primary School's Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms and Conditions.

Mrs Kelly Harrison

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