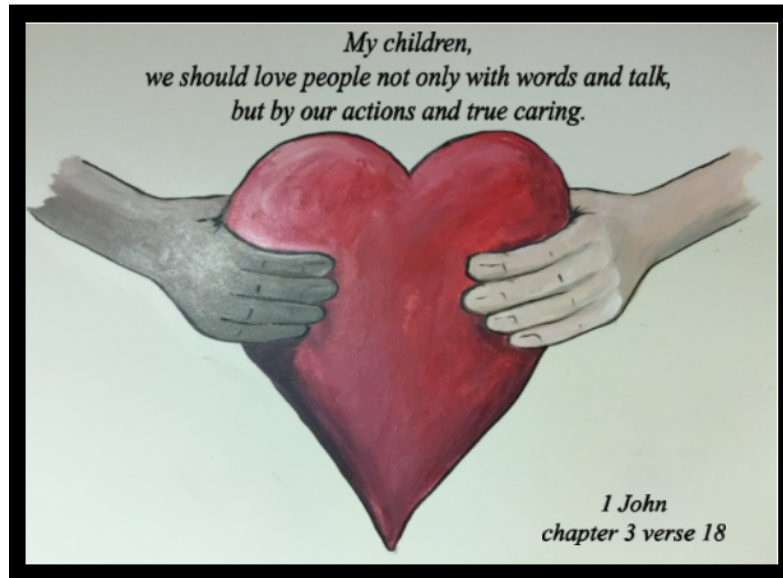




**SOCIAL MEDIA POLICY**  
**ST. LUKE & ST. PHILIP'S PRIMARY, A CHURCH OF ENGLAND ACADEMY**



**VISION STATEMENT**

*'The family of St Luke and St Philip's will ensure excellence is encouraged, minds are opened, diversity is embraced, respect is expected and talents are nurtured under the umbrella of God's love.'*

**ETHOS**

Our school provides grounding in the Christian Faith for all its children with emphasis on collective worship as part of its daily life. Our Christian values of trust, truth, love, peace and thankfulness are built into the ethos and teaching of our school with the support of all Governors and staff for its Christian foundation. We also seek to encourage an understanding and respect for other world faiths.

**CHRISTIAN SCHOOL VALUES**



## **PURPOSE**

This policy reflects the values, ethos and Mission Statement of St. Luke and St Philip's C.E. Primary Academy. It is consistent with the school's agreed aims and objectives and sets out a framework within which teaching and support staff can operate.

## **AUDIENCE**

This document is intended for all staff, governors, Cidari and parents. Copies of this document are provided for all teaching staff and are available when necessary to support staff, members of the School's Governing Committee and Cidari members. A copy of this document is available for the use of parents.

## **AIMS AND OBJECTIVES**

St Luke & St Philip's recognise that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics using a wide variety of social media, such as Facebook, Twitter and blogs. As a large number of our parents and carers use Facebook, we use this social media platform to informally engage with this community on a daily basis. Having our own page, not profile, allows sharing of information and photographs in an engaging and valued way. We want to be able to share media safely.

## **INTENT**

We understand employees' use of social media can pose risks to the safeguarding of our students, our confidential information, reputation, and can jeopardise our compliance with legal obligations, so to minimise the risks, we have this policy in place.

We expect employees to adhere to this policy. Third parties who have access to our electronic communication systems and equipment are also required to comply with this policy.

This policy does not form part of any employee's contract of employment and it may be amended at any time.

## **PAGE MODERATION**

Blippit Social effectively monitors the Facebook page and will support the school if issues arise. The page is visible to all; if this, from our school's perspective becomes a negative thing, Blippit will limit the view of the page. Individuals can be blocked with immediate effect if our school is concerned with the risk associated with them, or we are not happy with their conduct on our page.

## **PHOTOGRAPHS AND VIDEOS**

All children and adults photographed for our social media platforms have consented (parental permission for children). Pupils without photographic consent will not appear on social media. As a school we publish photographs and videos in a controlled way; some Facebook features such as tagging are disabled. People who 'like' the page can like, comment and share all posts, including photographs and videos.

### **APPROPRIATE CONDUCT BY STAFF**

Staff, governors and volunteers are encouraged to view the page and not 'like' the page or any of the content. Personal content must not be uploaded onto school social media platforms. This is further detailed in the Acceptable User Agreements signed by all stakeholders.

### **AGE RESTRICTIONS**

Facebook's Terms of Use state Facebook and Twitter have an age restriction of 13. Our school will focus on helping its children to understand the risks and benefits associated with being digital citizens, and will block current students from 'liking' the page or its content. More detailed information is given in the Online Safety Policy.

### **RESPONSIBILITIES**

- All relevant staff will ensure that the Social Media Policy is adhered to;
- The Head teacher is responsible for ensuring that this policy is adhered to;
- Cidari Multi Academy Trust and the governing committee will monitor the effectiveness of this policy and hold the Head teacher to account for its implementation.

### **RELATED POLICIES AND DOCUMENTS**

- This policy is reflected in all curriculum-based policies in school
- Online Safety Policy
- Safeguarding Policy
- Discipline Policy
- Acceptable User Agreements

Policy reviewed: September 2021

Policy reviewed by : Mrs V Howarth

Agreed by Governors: \_\_\_\_\_

Next review date: September 2023