Facebook Policy

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Usworth Colliery Primary School Facebook Policy

Rationale

This policy explains the acceptable use of Facebook in relation to the Usworth Colliery Primary School page for staff, children, parents, and governors. It outlines the purpose and benefits of Facebook use at Usworth Colliery Primary School and addresses any potential risks associated with social media.

Aims of Using X/Twitter

• To share and celebrate children's and school achievements and successes.
• To demonstrate safe and responsible use of social media.
• To promote Usworth Colliery Primary School as a forward thinking and progressive school through our use of 21st century technology

What is Facebook?

Facebook is a social networking platform used primarily to share updates, photos, and videos with followers (or "friends"). Users can react to, comment on, and share posts. We will use Facebook Page to post public updates but Usworth Colliery Primary School will not engage in private message conversations with parents, children, or followers via Facebook. Communication will be via comments on posts or through traditional school channels (email, phone, or in person).

Who Contributes to Content?

Content on the school Facebook Page is uploaded by class teachers, admin staff, and the Headteacher. Year groups may contribute to this content collectively, but all posts are managed using a single account ensure consistency and oversight. All posts regarding school activity will only be created and shared via the official school account. Contributors will abide by the Staff Agreement for Use of School Facebook Account which can be found at the end of this document.

All Facebook content is subject to safeguarding policies and professional conduct standards. Posts will:

- Be positive in nature.
- Avoid text speak (e.g., "gr8", "+ive", "lol").
- Be grammatically correct (errors will result in removal or correction).
- Never include identifiable images of children without parental consent.
- Never disclose confidential or private information (e.g., names, schedules, videos) without noted consent.

Who Can Follow or Engage with Usworth Colliery Primary School?

Usworth Colliery Primary School encourages parents/carers (of Usworth Colliery Primary School Children), teaching staff, and governors to follow or like the school's official Facebook Page. Children under the age of 13 should not use Facebook, as per platform guidelines. If the school becomes aware of a child interacting with the page inappropriately, the user will be blocked, and the child will be spoken to regarding age-appropriate internet use.

The school's Facebook page will remain public, but the Headteacher will monitor interactions and block users who do not appear school-focused or appropriate.

Who Will Usworth Colliery Primary School Follow or Engage With?

In order to protect itself from & minimise inappropriate content being distributed into its news feed, Usworth Colliery Primary School will only follow other users & content that have obvious benefits to the school The school will only engage with other Facebook Pages that serve a clear educational or community-based purpose, such as:
- Other educational institutions
- Children's organisations
- Charities supported by the school
- Local media outlets

The school's use of Facebook is intended primarily for distributing information rather than consuming it.

What is Inappropriate Content or Referencing?

Usworth Colliery Primary School welcomes comments and interactions that celebrate school achievements and those of the wider school community.

Usworth Colliery Primary School deems any of the following as 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 onto the school page
- Images or text that infringe upon copyright;
- Comments that aim to undermine the school, its staff, 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 Facebook. Incidents of a more serious nature may be saved as evidence and reported to the appropriate authority. School staff will, where appropriate, take copies of inappropriate content and create a record of the URL, time & date of the post. Evidence shall be submitted to the Headteacher or ICT Coordinator, depending on the nature of the offense. **Action will then be taken within 24 hours.**

Further details on appropriate Facebook use can be found in the Facebook Help Centre:

https://www.facebook.com/help/

Policy Agreed Date:

Signed   *A Forster*   Date; July 25

      Head Teacher

Signed   *J Chicken & R Walker*   Date: July 25

      Joint Chair of Governors

Staff Agreement for Use of School Facebook Account

This agreement outlines the terms of use for staff members accessing or managing the school's official Facebook account. By signing, you acknowledge the importance of maintaining a professional, secure, and respectful online presence on behalf of the institution.

Purpose of the Facebook Account

- To share updates, events, achievements, and important information with the school community.
- To promote positive engagement between staff, students, parents, and the wider public.

Authorized Use

- Only designated staff members are permitted to access, manage, and post on the Facebook account.
- Personal use of the school's Facebook account is strictly prohibited.
- Login credentials must not be shared or stored in unsecured locations.

Content Guidelines

Staff members must ensure that all posts:

- Are accurate, respectful, and appropriate for a public audience.
- Do not include confidential or sensitive information (e.g. student data, disciplinary matters).
- Reflect the values and professionalism of the school.
- Refrain from political, religious, or personal opinions.

Unacceptable Use

You must not:

- Use the account to make personal statements or engage in debates.
- Post images of students without written parental consent.
- Use offensive, discriminatory, or inappropriate language.
- Engage in private messaging via the school account unless approved.

Security & Privacy

- If access is no longer required (e.g. role change), login credentials will be revoked.
- Any suspected breach or misuse must be reported immediately to the school's leadership team.

Declaration

I acknowledge that I have read and understood the above terms. I agree to comply with this policy and understand that failure to do so may result in disciplinary action.

Staff Name: _____

Signature: _____

Date: _____