



# Wheelock Primary School

## **Social media Policy** **(Wheelock Primary School Social Media)**

We publish information about our school and communicate with parents/carers in many different ways:

- Parent's Evening
- Informal meetings
- Newsletters
- Email and text messages
- Our website
- Social Media- Facebook

Facebook allows us to communicate much more about day-to-day life in school; the kind of detail that wouldn't normally be enough for a newsletter or a meeting. The Facebook site will be updated and monitored by a senior member of staff within Wheelock.

### **Use of Facebook**

It is important for everybody's safety that we are clear about how we use Facebook and what is acceptable behaviour from the families who choose to follow us. We use social media to publish information that is of general interest. We do not believe it is an appropriate place to discuss personal matters that are specific to individual members of our community, whether that be children, parents of staff.

### **Privacy**

- We will not publish photographs of children without consent on Arbor from parents/carers
- We will not identify by surname any of the children featured in the photographs
- We will not allow personally identifying information to be published on our social media accounts.
- The Facebook account will only be accessible for the Wheelock community and proof of this will be asked for before being accepted onto the Wheelock page.

## **Respect**

- We will not tolerate any form of bullying on our social media page.
- We will not allow posts or comments that refer to specific, individual matters between the school and members of its community.
- We will not tolerate any comments or posts that are defamatory, rude or abusive towards any member of our school community, whether that be children, parents, staff or governors.

## **Our rules**

- Where allowed by the site, we welcome comments on the information we post. However, we reserve the right to delete comments and ban further comments from anyone who breaks the terms of our policy.
- We will ban and report anyone who breaks the terms of service. For example, Facebook's Terms of Service do not permit people under the age of 13 to open an account.

Policy reviewed: December 2023

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