Social Media Policy

Great Ponton CE Primary School

Approved by:	**Date:** 25/05/2023
Last reviewed on:	April 2023
Next review due by:	April 2025

Rationale:

Social media and having an online presence can be extremely useful for schools, not only for connecting with parents, but also for connecting with the local community, past pupils and for keeping in touch with relatives / family that are not living in the area. It is also important in attracting potential enrolment to the school.

Our school website http://greatpontonprimary.ng4.devwebsite.co.uk/ is an essential part of this, but internet users must visit the website specifically and on a regular basis to receive this information. By having social media pages on the other hand, all information is fed directly into the news feeds of those following the page(s) e.g. Parents, local community, relatives etc.

Social media page names are as follows:
Facebook – Great Ponton C of E Primary School
Twitter - @GtPonPri1

Aims:

- To enhance our communication network with Social Media. We will also continue to use the school website, ParentMail and ClassDojo.
- To advertise the school itself and increase awareness about the school
- To use social media as a means of marketing the school to a wider audience
- To publicise school events and reminders
- To announce any new information as it appears on our school website
- To highlight school achievements in a forum where they can be shared by the school community
- To connect to our social media pages from our school website
- To make school announcements as a continuation of communication systems already used within school. This will not replace in school communications via ParentMail or ClassDojo.

Terms and Conditions of Great Ponton Social Media pages:

- The school's social media pages will be updated only by selected school staff.
- Users and followers should not post anything on any page that could be deemed as offensive Anything that is deemed harmful / inappropriate will be removed immediately and warnings will be issued
- Followers cannot tag or post photographs of children on any pages
- Only children with permission to appear on school's social media pages shall have images or content posted by the staff managing the account.
- Users and followers should not add comments that can identify children
- Users and followers should not engage in giving negative feedback on social media pages. It is more appropriate to deal with the school directly on such issues.
- Users or followers will not mention individual staff members in a negative light on the school's pages.
- Followers should not request to connect or use social media to contact staff on social media platforms.
- Staff will not use school social media to contact parents directly to discuss any aspects of the students past or present. This must be done through the appropriate channels (School email, school telephone, Class Dojo Private messages or face to face meetings in school)
- Staff are not permitted to befriend any student via social media (as outlined in the Staff Code of conduct Policy)

- Users and followers should not advertise products / services on our school social media pages.

There will be an immediate ban should any user break any of the above terms and conditions. Any social media profile of any person in breach of the points outlined above will be blocked from accessing the school's social media pages. In serious cases the situation may then be escalated via the relevant channels (Police, Safeguarding etc.)

<u>Important:</u>

Most social media has a minimum age requirement of 13 years of age for its users.
All parents are reminded that children under the minimum age outlined by each social media platform should not have user accounts.