

WOODLANDS PRIMARY SCHOOL



FACEBOOK POLICY

Updated : February 2018

Next Review date: February 2021

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Rationale

In this technology rich world our pupils, parents and the wider community live in, Social Media is becoming more and more part of daily life. Maintaining an online presence is vital for schools, not only in terms of keeping the school community up to date with school events, but also in terms of attracting potential enrolment. Having a school website is an essential part of this, but web users must specifically visit the school website regularly to receive this information. By having a Facebook page, the school is feeding school information, news and notices directly into the personal news feeds of parents and the wider school community.

Aims

The purpose of having a school Facebook page is:

- To continue to advance our school information system with information shared via Facebook, along with the existing methods of paper notes, text messages, email and the school website.
- To publicise school events and increase awareness about the learning around school.
- To announce any updated information that appears on our school website via Facebook.
- To highlight positive school achievements in a forum where they can be shared by the school community.
- To make school announcements
- To use Facebook as a means of marketing the school to a wider audience.
- To engage the community that Woodlands Primary School serves and to act as a key component of our school's online presence.
- To facilitate communication and networking opportunities between parents especially new or prospective parents.

Terms and Use of the Woodlands Primary School Facebook Account:

- Only the designated members of staff will have access to the official school Facebook account.
- Staff are not permitted to 'follow' or 'like' the school Facebook account.
- Users should not share any information that is confidential.
- Users should not share anything that may compromise the safety of any member of the school community.
- Users should not publish any personal information of pupils, parents or staff.
- Users should not post anything on the page that could be deemed offensive or inappropriate and harmful comments and content will be removed immediately.
- Users cannot tag photographs of children on the page.

- Users should not engage in giving negative feedback on Facebook.
- The tone of any discussions should be positive and respectful.
- Users cannot advertise products and services on our school Facebook page.

Safeguarding Pupils

In order to safeguard the pupils at Woodlands Primary School, no names of pupils will be used alongside any pictures or work of pupils. Woodlands Primary School seeks photographic consent of all the pupils. Facebook posts published by Woodlands Primary School will adhere to this list.

Who can 'like' the Woodlands Primary School Facebook account?

Anyone can follow the school’s Facebook account. Weekly checks will take place by a member of the designated team to check recent followers. Any user following the school account that is deemed unsuitable or not adding any value to the school will be blocked. A member of the designated team will make this decision on a case-by-case basis. Parents will be encouraged to follow the official school account to receive the information the school is posting up to Facebook.

Parents are able to follow the school Facebook account. In no circumstances should pupils be allowed to follow the school Facebook account. Should this happen, the staff are to block the pupil and inform a member of the SLT at their earliest convenience.

Points to note

Facebook lists a minimum age requirement of 13, and all parents are reminded that children under the age of 13 should not be on Facebook.

This policy/document was reviewed by:

Signed **Date**

Position

Signed **Date**

Position

The next revision date is: February 2021