



Reedness Primary School Social Media Policy



Rationale

The rationale of this policy is to explain acceptable use of social media relating to the Reedness Primary School handle @SchoolReedness and Facebook page Reedness Primary for staff, children, parents and governors. The policy will therefore aim to explain the purpose of social media at Reedness Primary School and the benefits that will arise from its proper use, and also deal with any potential pitfalls from using Social Media.

Aims

- To quickly share and celebrate children's and school achievements, successes and updates.
- To demonstrate safe and responsible use of social media
- To promote Reedness as a forward thinking and progressive school through our use of 21st Century technology
- To engage parents and prospective parents in school life at Reedness

Purpose

The school's social media will be used principally to be followed by staff, parents and other professionals in order to advertise the excellent work by staff, children, parents and governors.

Similarly, it will also contain information detailing special events in school. The aim of this is to run alongside more traditional methods like sending home letters, and not to replace it. We will aim to engage with our parents and prospective parents in a 'modern' way.

Uploading

The uploading of content for the twitter page will be controlled by the staff who have been given clear guidance and will work alongside the head. The school's facebook account will be solely managed by the headteacher.

Followers

Reedness Primary School will encourage teaching staff (at Reedness and other schools), Governors and parents (of Reedness children) to be followers. At this this moment in time, Reedness Primary School will not allow followers under the age of 18.

When Reedness Primary School receives a follow request it will make informed decisions on a case-by-case basis as to accept or decline. These decisions will be based upon a number of factors:

- The name of the individual and whether this name correlates to that of a parent/carer on the SIMS database; is a member of the Reedness teaching staff; is a school governor; or family member of a pupil.
- The quality of the biography of each individual as read in the bio section.
- The images on view to the public.

In most cases, one or more of the above will be enough to accept a follow request.

In the unlikely event that a parent, or other suitable follower is inadvertently rejected, each individual request will be heard on a case-by-case basis. These hearings will usually involve the prospective follower making themselves known in person to the above named person, with their social media details, and should take no more than a few minutes.

Following

In order to protect itself from inappropriate content being distributed into its news feed, Reedness Primary School will not actively seek to follow other users. However, exceptions may be made where following an account has obvious benefits to the school (e.g. other educational establishment or organisation who work with children, local media). Once again, these will be decided on a case-by-case basis at the discretion of the responsible people.

Reedness Primary School sees itself more as a distributor of information to those who follow it and not as a receiver of information.

Inappropriate content and referencing

Reedness Primary School welcomes any referencing, mentions, or interactions that share the success of the school community. Therefore, Reedness 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's social media
- 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 the social media company.

Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

Review and Monitoring:

This policy will be reviewed by the Governing Body.

Date: September 2023

Date to be reviewed: September, 2025

Approved by: Governing Body

Signed: M.Herbert