Parklands Community
Primary & Nursery School

Social Media Policy

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. When agencies like Ofsted and the DfE release new guidance on Twitter days before it appears elsewhere, it's important that staff at Parklands Primary School have access to this. The use of social media will not only help to keep up to date with important changes but can also impact on learning in the classroom and assist with connecting staff with teachers across the globe who are sharing resources, ideas and discussing important aspects of education.

The use of social media also encourages networking sites to be used in a beneficial and positive way by parents/carers. Social media enhances the means of communication with parents/carers which was previously not possible and provides an additional link between Parklands Primary School and the community in which it supports.

This policy will explain acceptable use of Social Media Twitter relating to Parklands Primary School Twitter account: @ParklandsCP and the school's Facebook page: www.facebook.com/ParklandsCPLittleSutton The policy will explain the purpose of social media in school and the benefits that will arise from its proper use.

What is Twitter and Facebook?

Twitter is a social media tool that currently has an age restriction of 13. It is used to communicate thoughts and ideas within 280 characters and usually references people, places and activities that tend to invite replies. Twitter accounts can follow other Twitter accounts or be followed by other Twitter accounts and all tweets are public. Users are able to Direct Message (DM) other accounts if they follow each other.

Facebook is a social networking site which also has a current age restriction of 13. The site makes it easy for people to connect with people online. Facebook Pages are separate to the school's personal account/profile which was only created so a 'Page' could be made. A Facebook Page is what users create when an organisation or business needs a presence on Facebook. The page allows for the posting of status updates, the sharing of photos and links and the sharing of messages in the form of a post. People who follow the school's Facebook Page do not have to request to be 'friends' they simply use the 'Like' button and content from the Page will start to be visible on their news feed.

Why we use social media

Parklands Community Primary School and staff will be using social media in order to:

1. Share and showcase the learning at Parklands Primary School with a wider audience

2. Involve the wider community in the life of the school

3. Share information and learning opportunities from other sources (such as from local high schools, NSPCC etc)

4. Promote the school

5. Reinforce any messages sent out via text and/or letters from school

Twitter and Facebook will not be used to engage with individual parents directly. Pupils at Parklands Primary school will not be permitted to follow the school accounts.

Social Media etiquette

Staff can share on both Twitter, Facebook and Instagram from their class iPad using the site 'Social Champ' to push out one post on both sites. Any tweets and posts from official school accounts will be grammatically correct and will not contain text language such as lol, gr8 or l8r. Some tweets may contain hashtags. A hashtag is a label or type of metadata tag used on social media, such as #Parklands that enable tweets to be added to a collection of other related tweets that are generally viewed by more people. #ParklandsCPlove2learn will be used when sharing the work of our pupils. Each class is expected to post on the school accounts a minimum of once a week. This will be to share and celebrate work or a class/individual achievement. In the event of additional social media channels, being used, the same etiquette applies

YouTube

YouTube is a free video sharing website that makes it easy to watch online videos. As a school, we use YouTube to share videos with our parents, community and other stakeholders of our school. Staff are able to make videos of the learning that has taken place in the classroom, trips and visitors as well as share the videos that children may create themselves in lessons. The content shared on YouTube is public and only those pupils for whom we have gained permission for sharing images/videos will be posted.

Safeguarding Pupils

In order to safeguard the pupils at Parklands Community Primary School, **no names of pupils will be used alongside any photographs or work of pupils**. Photographs of children will only be used **where photographic consent has been sought from parents** (this means that parents must have ticked to say that they give permission for their child's photograph to appear on social media; no response is not permission). Posts sent by Parklands Community Primary School will adhere to the social media permission list. No children who are adopted or in care may appear on Twitter (even if parents had previously given permission).

Who can follow Parklands Primary School?

Anyone can follow the school's Twitter and Facebook account and YouTube channel. Weekly checks will take place by the Head or Deputy to check recent followers and any user following the school account that is deemed unsuitable 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 accounts to receive the information the school is posting. Under no circumstances should pupils be allowed to follow the school accounts. Should this happen, the staff are to block the pupil and inform the Head or Deputy at their earliest convenience.

What is inappropriate content and referencing and how will it be dealt with?

To keep the school page engaging and active we encourage appropriate referencing, interaction and mentions. Parklands Primary Community 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 school feed

• 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 reported to Twitter/Facebook and its users will be blocked. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.