**St. Mark’s Primary School Parent Partnership Communications and Social Media Policy**

**Purpose/Aims**

St Mark’s Parent Partnership (PP) will use several means to communicate relevant information to the parents and guardians of current pupils of St. Mark’s Primary School (who will be referred to as the Parent Forum).

These means of communication will include but are not limited to:

1. St. Mark’s Parent Partnership Newsletter
2. St. Mark’s Parent Partnership Page on the school website
3. St. Mark’s Parent Partnership Facebook page
4. Email and text messaging (sent by the school administrators)
5. Parent Partnership section within St. Mark’s Primary School Newsletter
6. Minutes of PP meetings to be posted on the PP area within the school website

**Application**

Administrators for the St. Mark’s Primary PP Facebook page/closed group and/or Office holders of the PP.

**Related Documents**

1. East Renfrewshire Council Social media handbook for business users
2. East Renfrewshire Council Social media policy and employee guidelines
3. Connect Communicating with the school community

**Moderation of Facebook account**

St. Mark’s PP will appoint two administrators who are members of the PP. The administrators will monitor the account and have the authority to post on the PP Facebook page/closed group and to remove any inappropriate posts or comments. All posts to the PP Facebook page will be highlighted to the administrators.

The Facebook account is intended for members of the Parent Forum only.

Any parent/carer/administrator posting to the Facebook page/group must be aware that all posts are public and traceable, hence politely reminded to act in line with the school values of Faith, Love and Understanding. Therefore the following principles must be complied with:

1. It is not acceptable to use any language which may be considered offensive, abusive, discriminatory, intimidating, degrading or hostile towards any individual or group of individuals.
2. No individual should be named on social media
3. No photographs of individuals can be used without written consent from both the photographer and the individuals within the photo.

Any failure to comply with the above principles will result in the person/persons being removed from the account. Additionally and if appropriate the PP reserves the right to report inappropriate use to the police.

Evaluation of the effectiveness of the Facebook page/closed group will be carried out by the administrators by viewing the analytics of the account.

**Topics of Relevance**

1. Advertisement of PP meetings and events
2. Advertisement of the school website updates
3. Religious events taking place within the school/Church
4. Parental engagement events taking place within the school
5. Academic events of interest
6. Extracurricular activities

This list is not exhaustive, however the account should not be used as a chat room.

**Data Handling**

The administrators and/or office holders of the PP may hold contact information of members of the Parent Forum, including email addresses for the purposes of communication with them under this policy.

Parents/carers who no longer have children who attend St. Mark’s Primary should be removed from the account. The same applies to teachers and any other person who has no valid reason to follow/like the page/group.

If all users follow the policy as outlined, the St. Mark’s Parent Partnership social media presence will be another valuable line of communication for all.