

The Parent Council of St Ninian's High School

Communications & Social Media Policy

1. Purpose

The Parent Council of St Ninian's High School will use a range of means to communicate information relevant to St Ninian's High School to the parents and guardians of current pupils of St Ninian's High School ('the Parent Forum').

These means of communication will include use of:-

- (a) St Ninian's High School Parent Council Twitter account
- (b) St Ninian's High School Parent Council Facebook account
- (c) St Ninian's High School Parent Council web page (forming part of the St Ninian's High School website)
- (d) St Ninian's High School Parent Council email account
- (e) St Ninian's High School official email

The Parent Council deals with issues raised by a member of the Parent Forum which are of relevance to the Parent Forum generally. It does not deal with questions or issues which are in respect of individual pupils. Individual matters should be raised with the school by the parent or guardian.

Relevant matters raised with the Parent Council will be discussed at Parent Council meetings and between Parent Council Office Holders and members of St Ninian's High School's Senior Management Team and/or relevant personnel within East Renfrewshire Council, as appropriate.

Developments and/or any relevant response from the School's Senior Management Team and/or East Renfrewshire Council will be communicated by the Parent Council to the Parent Forum and, where appropriate to the individual parent or guardian who raised the issue.

2. Social Media

The Social Media platforms utilised by the Parent Council of St Ninian's High School are intended to provide a supplementary means of:-

- (a) passing information on to the Parent Forum;
- (b) sign-posting the Parent Forum to supplementary sources where relevant;

- (c) enabling a member of the Parent Forum to advise the Parent Council of questions or issues which he or she wishes the Parent Council to raise on their behalf;
- (d) engaging the Parent Forum with School matters.

It is not intended that any such social media platform be used as a chatroom.

Only information which is in the public domain will be posted by the Parent Council.

Anything posted on the Parent Council social media accounts will appear in the news-feed of all those who have 'liked' or 'follow' the page.

Examples of posts will include reminders of Parent Council meetings, updates on any developments which are taking place in and around St Ninian's High School, etc.

3. Acceptable Use of Social Media

Anyone contributing or posting to any social media platform of the Parent Council of St Ninian's High School must be aware at all times that any post to the site or platform is public and traceable. The following principles must be complied with:-

- (a) It is not acceptable to use any language which may be considered to be offensive, abusive, discriminatory, intimidatory, degrading or hostile towards any individual or group of individuals.
- (b) It is not acceptable to post anything which is contrary to the religious or philosophical ethos of the School.
- (c) No individual should be named on social media without the permission of that individual.
- (d) No photograph should be used on social media without the permission of the person(s) depicted in the photograph and the owner of the copyright in the photograph

Any inappropriate comment will be removed from the social media platform and a warning issued to the offender.

The Parent Council may, where appropriate, block an offender from use of the Parent Council social media platforms and may report inappropriate use to the police.

It is our responsibility as parents and carers to show respect in our public communications and to demonstrate a good example in our dealings with others.

3. Administrators

The Parent Council of St Ninian's High School will appoint an Administrator (or Administrators) who are members of the Parent Council with authority to post on the Parent Council social media platforms and to remove any post or comment which, in their sole judgment, is determined to be inappropriate or unacceptable.

All posts to the Parent Council social media platforms will be highlighted to the Administrator(s).

4. Data Handling

The Administrators and/or Office-bearers of the Parent Council of St Ninian's High School may hold and handle contact information of members of the Parent Forum (including email addresses and telephone numbers) for the purposes of communication with those members, the School and directly interested public authorities referred to in this Policy, and all persons who chose to post or comment thereon shall be deemed to consent to such holding and handling of their data.