

St Clare's Primary School Parent Council **Communications and Social Media Policy**

1. Purpose

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

These means of communication will include use of:-

- (a) St Clare's Parent Council Newsletter
- (b) St Clare's Parent Council website and /or page within St Clare's School's website.
- (c) St Clare's Parent Council Facebook page
- (d) St Clare's Parent Council Twitter account
- (e) Email
- (f) Letters or other documentary updates given to pupils by the school to be passed to parents / guardians. ('Bag drops').
- (g) St Clare's School Newsletter.

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 Clare's Primary School Senior Management Team and /or relevant personnel within East Renfrewshire Council, as appropriate.

Developments and /or any relevant response from the school 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 St Clare's Parent Council, including Facebook and Twitter are intended to provide a supplementary means of:-

- (a) passing information on to the Parent Forum

- (b) signposting the Parent Forum to supplementary sources where relevant, and
- (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 Facebook page and / or Twitter account will appear in the newsfeed of all those who have 'liked' or 'follow' the page. Examples of posts will include reminders of Parent Council meetings, updates on the development of the building of the new primary school in Newton Mearns and dates of visits to view the new school.

The St Clare's Parent Council Facebook Account will operate as a closed group. Administrators appointed by the Parent Council will have authority to act as the gatekeepers of this closed account, including approving members to this closed group and disallowing or removing any inappropriate content.

3. Acceptable Use of Social Media

Anyone contributing or posting to any St Clare's Parent Council social media platform 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 or individuals.
- (b) No individual should be named on social media or photograph used without the permission of that individual.

Any inappropriate comment will be removed from the social platform and a warning issued to the offender. The Parent Council may, where appropriate block an offender from use of the Parent Council social platform 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 good examples in dealings with others.

3. Administrators

St Clare's Parent Council will appoint two Administrators who are members of the Parent Council with authority to post on the Parent Council Facebook page and Twitter account and to remove any inappropriate post or comment as well as acting as the gatekeepers of the Facebook closed account.

All posts to the Parent Council Facebook Page and Twitter account will be highlighted to the Administrators.

4. Data Handling

The Administrators and / or Office holders of St Clare's Parent Council may hold contact information of members of the Parent Forum, including email addresses, for the purposes of communication with them under this Policy.