

# Social Media Pack



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- Social Media Policy template (downloadable)
- Social Media Glossary

You may need to register on the website to get access to all of the information.  
You are welcome to use this pack, however, if you do, please acknowledge Connect.  
About Connect:

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- membership-linked insurance
- free Information Sessions, both face-to-face and online
- our Backchat termly newsletter and regular eNewsletters
- access to the Members'-only section of Connect's website
- Connect's Annual Lecture
- advice and support by email and telephone
- a wide variety of leaflets and other resources

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Connect, Mansfield Traquair Centre, 15 Mansfield Place, Edinburgh, EH3 6BB Tel: 0131 474 6199

Email: [info@connect.scot](mailto:info@connect.scot)

Website: [www.connect.scot](http://www.connect.scot)



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## USING SOCIAL MEDIA – A GUIDE FOR PARENT GROUPS

**Social media can be a great way of communicating with parents/carers at your school.**

- It can help reach more parents, including those who can't always make it along to meetings.
- Lots of different people can contribute.
- It can support communication between parents and the school.
- It can be used to advertise events, spread the word about campaigns and share news.
- It's free and easy to use!

### **General Do's and Don'ts**

**Do set up a generic email address.** You can do this easily and for free via gmail.com or outlook.com eg *ParentCouncilname@gmail.com*. Using a generic email address, you can set up social media accounts that won't be permanently linked to your own email/social media accounts. This will help with the handover of social media accounts to new committee members. You could also ask your school if they can set one up for you under the school's domain name eg [parentcouncil@anytown-primary-school.sch.uk](mailto:parentcouncil@anytown-primary-school.sch.uk)

**Don't use your personal passwords for generic accounts.** Make your PC/PTA email and social media passwords generic eg *parentcouncilname1* and easy to remember. Make sure your PC/PTA Chair, Secretary and Treasurer know the passwords.

**Don't make profile or cover photos of yourself or any individual person** as this will not represent your PC/PTA.

**Do assign two Administrators for each social media account, page or group.** Sharing the responsibility works as long as each Administrator understands the Social Media Policy and there is consistency in the way it is managed and used.

**Don't use photos of anyone** on ANY social media channel without explicit (written) permission to do so; this includes photos or videos from the school or events.

**Do draft a Social Media Policy.** This will help your users understand how your page will be run, how users are expected to conduct themselves and the actions that will be taken if the rules are broken. For more guidance on this, check out Connect's *Social Media Policy template* and *Social Media Glossary*.

**Do consider the difference between a Facebook Page and a Facebook Group.** A Page is a public-facing platform and is always visible to everyone.. A closed Group is best for discussion amongst a limited number of people with a common interest. You'll need to manage your privacy settings carefully to achieve what your Parent Council/PTA wants from Facebook.

Some parent groups set up their Page so only parents/carers from the school can access it – this can be complicated to manage in a larger school as it may be hard to know who is/isn't a parent at the school. Others have a more community-based closed group eg Mums and Dads in Blackhall – this group is not just for parents/carers at a school and does not represent the Parent Council/PTA. However, it is easier to manage as no-one needs to be removed from the group eg when their child leaves primary school. Parents are always parents!

You can make the whole page public-facing, but this means it has to be even more carefully moderated (checked) and that anyone can access the information on it.

**Don't be afraid of social media.** It has evolved over the years and users have a lot more control over their accounts than you might realise.

**Do follow Connect** on Facebook @ConnectScot and on Twitter @connect\_scot

## **Facebook Page**

**Don't use your personal Facebook profile to set up your PC / PTA's Facebook page.** If you do this it will then be permanently linked to your personal profile.

**Do log out of your personal Facebook profile** to create your PC/PTA page using your generic email address.

**Don't set up a Facebook profile for your PC/PTA.** Facebook will deactivate this account because profiles are for individuals only. If you have already done this, there are instructions on Facebook for how to convert your profile to a Page.

**Do go to facebook.com/business to create a Page.** Select Cause/Community and follow further instructions for setting up your PC/PTA's Page. Before you do this, you will need to log out of your personal Facebook account (if you have one).

**Do 'pin' your Social Media Policy to the top of your Page.** You do this by uploading your policy to a post, click the three dots on the top right of the post, then click **Pin to Top of Page**.

**Do think about Page settings.** Your Page settings allow you to set up Page Administrators, set where the Page is visible and set banned words and profanity filters. **Tip:** There are six Page Roles, but you really only need Administrators and/or Moderators.

**Do make your Page known.** Make sure parents know about it, put it on all your literature, publicise it at all events and to other parent groups in the area.

## **Facebook Group**

**Do create a Group from your Facebook Page.** This will mean Administrators of your Page can post as your PC/PTA, rather than as individuals, when required.

**Don't create a Facebook Group using a personal Facebook account.** That person will be the owner of the Group and everything that person posts about the PC/PTA will come from them personally. While other Administrators can be assigned/removed, ownership of a Group cannot be transferred, even if that person leaves your PC/PTA.

**Do think about your Group's privacy settings.** When you create a Group, you can choose three privacy settings:

	<b>Public</b>	<b>Closed</b>	<b>Secret</b>
<b>See Group name and description</b>	Anyone	Anyone	Anyone
<b>See Group membership and post in your Group</b>	Anyone	Group members	Group members
<b>Who can find and request to join your Group</b>	Facebook users	Facebook users	No-one

**Do 'pin' your Social Media Policy to the top of your Page.** You do this by uploading your Policy to a post, click the three dots on the top right of the post and then click **Pin to Top of Page**.

**Do be aware that if you want to create a new Administrator, they have to be your Facebook Friend to do so.** You can Unfriend each other when the new Administrator is set up.

## Twitter

**Do use your PC/PTA's generic email address to open your Twitter account.** This will help with any handover of responsibilities for your PC/PTA. The email address you use to set up the account will be permanently linked to it, so be sure not to use your personal email address.

**Don't enter your own name when asked to fill in the Full Name.** This is the name that will appear on the account, so set it to the name of your PC/PTA eg *Anytown PS Parent Council*.

**Note:** on Twitter, you will have a name *and* username which should both be your PC/PTA's name. You can change this at any time.

**Do use a generic password. Don't use a password that is personal to you.** A Twitter account cannot have more than one administrator. If you want more than one person to Tweet on behalf of your PC/PTA, you will have to share the same login and password.

**Do think about using a free social media management tool eg Hootsuite.** This will enable you to schedule posts in advance and if you share the logins for this account, you can view and agree each other's posts before they go live.

**Do take the time to go through your account settings.** Here's where you set your privacy, safety, notification preferences and more. You can change your settings at any time.

**Do decide if you want to receive Direct Messages from any Twitter user.** If you choose to enable the *receive messages from anyone* setting, incoming messages from people you don't follow will appear as *Requests* in the Messages tab. You can then accept or deny the request.

**Do click 'no thanks' when asked to Find Friends.** This feature uses your address list on Outlook or Gmail to find out which of your contacts has a Twitter account and is not necessary or desirable for the purposes of setting up a PC/PTA account.

**Do decide if you want to protect your Tweets.** When you sign up for Twitter, your Tweets are public by default. If you protect your Tweets, you'll receive a request when new people want to follow you, which you can approve or deny. You can protect your Tweet through your accounts settings.

**Don't be afraid to block.** Blocking helps you in restricting specific accounts from contacting you, seeing your Tweets, and following you. This can be anyone who behaves contrary to expectations set out in your Social Media Policy.

**Do choose to follow other organisations with a common interest.** This is a great way to view tweets from your local authority, other parent groups and organisations – like @connect\_scot

**Do increase your following** by checking your contacts and their followers, and following them – you're likely to find others who share the same interests!

**Don't forget to get written permission for using photos of anyone, including the parents of children and vulnerable adults** on ANY social media channel – this includes photos or videos from the school or PC/PTA events. Be careful not to use copyrighted images from the internet. It may be best to create your own bank of images eg event stalls, photographs of posters for events, seasonal images – then you know there won't be infringements!

**Do register for Connect's online Social Media Information Sessions.** Contact the office for more information by emailing: [training@connect.scot](mailto:training@connect.scot)

Find a list of our leaflets and resources at <http://bitly/ConnectLeafletsResources> or you can search by name/topic at <http://bitly/connectresources>.

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(Your organisation's  
logo here)

(Your organisation's  
address here)

## SOCIAL MEDIA TEMPLATE POLICY FOR PARENT COUNCILS/PTAS (Name of your organisation)

Please refer to the Connect leaflet *Using Social Media - a guide for Parent Councils/PTAs* before you use this template.

HEADING	EXPLANATION
<b>Aims of this Policy</b>	<p>(Name of organisation) is aware of its responsibilities towards the school community when using social media. This policy sets guidelines for parents and carers on using social media sensibly, rationally and respectfully and the procedures for dealing with unacceptable behaviour. This policy will be shared with parents/carers and will be provided to committee members when they join the Parent Council/PTA.</p> <p>This policy relates specifically to (Name of organisation)'s social media activity and is unrelated to (Name of school)'s own social media policy.</p> <p>Please note: (Name of organisation) has no administrative responsibilities for the (Name of school) website or Twitter feed. Any queries relating to these should be directed to the school.</p>
<b>How we use social media</b>	<p>(Name of organisation) uses the following social media platforms: List each platform you use and how you will use it. Examples as follows –</p> <ul style="list-style-type: none"><li>• Facebook Group – to communicate privately with the Parent Forum</li><li>• Facebook Page – to publicise our events and activities</li><li>• Twitter – to publicly communicate news about our Parent Council/PTA/the school and promote our activities and news</li></ul> <p><b>Posts</b></p> <p>Examples of posts include: reminders of meetings and school activities, requests for help, notification of changes to school activities, thanks to helpers/volunteers, fundraising updates, charitable causes, community notices, etc.</p> <p>Individual issues or concerns should be directed to the school.</p> <p>Posts involving marketing or promoting business will be checked before approval.</p> <p><b>Names and Photographs</b></p> <p>Names or photographs should not be posted unless permission is granted in writing by that person or the child's parent/carer. Copyrighted images must not be used.</p>
<b>Unacceptable behaviour</b>	<p>(Name of organisation) has a <b>zero tolerance</b> for comments, content and photographs which are deemed to be abusive, bullying or threatening. Any such</p>

	<p>content will be removed by the administrators and a warning issued to the offender. If there is repeated abuse of the social media platform, the offender will be removed and blocked from the group. The administrator's decision is final.</p> <p>If problems continue on an ongoing basis, the (Name of organisation) will discuss the use of social media as a communication tool, and if this is agreed, will stop using it.</p>
<b>Guidelines</b>	<p>Members of the Parent Council/PTA and those using the above social media platforms will use the following guidelines:</p> <ul style="list-style-type: none"> <li>• They will consider the long term consequences of what they post</li> <li>• They will use the <i>10 minute rule</i> by drafting the post; leaving for a while and then considering whether the post is sensible, rational and respectful</li> <li>• They will ensure that nothing is posted to bring the PC/PTA into disrepute</li> <li>• They will not post photos without written permission.</li> </ul>
<b>Review</b>	<p>This policy will be reviewed every school year to reflect the changing nature of social media and to ensure it remains up-to-date and is fit for purpose.</p>
<b>Declaration</b>	<p>I confirm I have read and understood (insert name of organisation)'s Social Media Policy and will act in accordance to it.</p> <p>I am connected with this organisation in my capacity as a</p> <p style="padding-left: 40px;">Member of the committee Volunteer Member of staff.</p> <p>Signature: _____ Print name: _____ Date: _____</p>

**This template was prepared by Connect. You are welcome to use this template. However, if you do, please acknowledge Connect.**

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## SOCIAL MEDIA GLOSSARY

Term	Meaning
<b>App (application)</b>	An App performs a specific function on your tablet, smart phone, notebook-type laptop eg for games or for sharing learning with parents/pupils. It is sometimes a condensed version of a website eg you can use Facebook on your computer or use the Facebook App on your smart phone.
<b>Avatar</b>	An image or username that represents a person online, most often used with forums and social networks
<b>Bio(graphy)</b>	Text that explains who the user is; normally written by the user
<b>Block</b>	All social media users can <i>block</i> other users by preventing them from sending messages or viewing the blocker's information or profile
<b>Blog</b>	An online journal or opinion piece
<b>Chat</b>	Any kind of communication over the internet, usually taking place in real time
<b>Comment</b>	A response often provided as an answer or reaction to a blog, post or message on a social network
<b>Direct Message (DM)</b>	Found on Twitter and Facebook – this is a private conversation between two people. Both parties must be following one another to send a message
<b>Emoji/Emoticon</b>	Used on social media and when texting and emailing, this is a picture, symbol or object used to express the user's feelings or mood
<b>Facebook</b>	A website (and app) that connects people with friends, family, acquaintances and businesses from all over the world. It enables them to post, share and engage with a variety of content

<b>Favourite/Like</b>	Found on Twitter – this is represented by the small star or heart icon. If you <i>favourite</i> or <i>like</i> a tweet, this lets the creator know you liked their content or post
<b>Feed</b>	A format that allows users to follow and read the latest social media posts or watch the newest videos from those whom they follow on a computer or portable device
<b>Follower</b>	Used on Facebook, Twitter and Instagram – this is a person who subscribes to (follows) your account in order to receive your updates
<b>Forum</b>	An online discussion site
<b>Handle</b>	Used in Twitter and Instagram – this term is used to describe an organisation or an individual's @username. For example, Connect's Twitter handle is @connect_scot
<b>Hashtag (#)</b>	A single word or phrase preceded by the # symbol to define messages relating to a particular topic – you can then search the # used for a specific event or topic. It is like an online filing system for Twitter and for Instagram
<b>Instagram</b>	A photo, image or filmsharing app that lets users take photos, apply filters to their images or upload images/photos/films and share them instantly on the Instagram network. Instagram is an app for mobile devices
<b>Instant Messaging (IM)</b>	A form of real-time, direct text communication between two or more people eg on messaging apps like WhatsApp and Facebook Messenger
<b>Like</b>	On Facebook, Twitter or Instagram, a <i>like</i> is an action that can be made by a user. Instead of writing a comment or sharing a post, a user can click <i>Like</i> button. Can also be an emoticon
<b>Link (hyperlink)</b>	A picture or text the reader can click on to go to another document, webpage, or other content. Bitly is a useful tool for shortening hyperlinks for social media
<b>Meme</b>	Used to describe a thought, idea, joke, or concept that's widely shared online. Usually an image with text but may also be in video and link form
<b>Messaging App</b>	App that allows the user to send messages to another user or multiple users. For example, WhatsApp, Facebook Messenger

<b>Mute</b>	Muting allows you to remove those you follow (ie unfollow) from your Twitter stream without them knowing you have done so and you will no longer see their Tweets
<b>News feed</b>	A feed full of news. On Facebook, the news feed is the homepage of users' accounts with all the latest updates from their friends
<b>Platform</b>	This is the generic name for different types of social media or online systems eg Facebook is a platform
<b>Private Message (PM)</b>	Used on Facebook and on Twitter – this is a message between two or more people sent via the message icon. This can only be seen by the people intended
<b>Profile</b>	On social media, a profile is all the personal information an individual chooses to share about themselves
<b>Retweet</b>	On Twitter, a retweet is when someone sees your message and decides to share it with his or her followers. A retweet button allows them to quickly resend the message with the original poster or sharer's name. You can retweet with or without a comment
<b>Social media</b>	Any online technology that lets people publish, chat and share content online
<b>Tag</b>	Identifies a person, business or organisation in a post, photo or status update that is shared  On some social media sites, you might see names preceded by the @ symbol; this signifies that someone is tagged
<b>Thread</b>	An individual conversation trail within a social media platform. It usually begins with an original post and continues with comments and conversation attached to that post
<b>Trending</b>	The most talked about topics and hashtags on a social media network
<b>Troll (slang)</b>	Someone who posts controversial, inflammatory, irrelevant or off-topic message in an online community, usually targeting an individual
<b>Tweet</b>	Used in Twitter – a tweet is the name given to posted message; a Tweet can be a maximum of 280 characters long
<b>Twitter</b>	A platform for posting short messages; you can include photos or videos

<b>WhatsApp</b>	A messenger app for smartphones that uses the internet to send messages, images, audio or video to a closed group
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