



DAILLY PRIMARY SCHOOL AND EARLY YEARS CENTRE **SOCIAL MEDIA POLICY**

Rationale

This policy is to explain the acceptable usage of social media with regards to Dailly Primary School & Early Years Centre. It includes Twitter (@Dailly Primary) and Facebook (Dailly Primary). The policy will explain the purpose of social media use within the school, and identify protocols to deal with issues that may arise.

Pupils have the right to find out things and share what they think with others by talking, drawing, writing or in any other way unless it harms or offends other people (UNCRC Article 13). Pupils will be able to work with staff to contribute to social media posts.

Aims

- To share and celebrate achievements and events in a timely fashion.
- To demonstrate safe and acceptable use of Social Media.
- To identify procedures for use of Social Media.

What is social media?

Social media is a range of online communication tools which allow for quick and easy content-sharing. Twitter, Instagram and Facebook are only three types of social media which allow you to connect and engage with others around the world.

Users are able to follow a specific person or organisation and view events, photos and information. The benefits of following an organisation is that posts will appear quickly on a newsfeed and provide up to date information. Most social media accounts allow direct messaging to be used for private conversations. Dailly Primary School & Early Years Centre will not use this feature or enter into private discussions with others.

Purpose of Twitter, Instagram, Facebook.

The purpose of Dailly Primary's social media accounts is to allow parents and approved contacts to view events, achievements and information about the school. Dailly Primary & Early Years Centre will also share information from our partners such as Active Schools. These accounts will enhance but not replace our current forms of communication. Texts, emails and letters will still be used as primary forms of communication.

Who has access?

Various staff hold the main login for all social media accounts. SLT will all have access to social media for the purposes of posting and monitoring posts. SLT will also hold admin rights for Facebook.

Rules for Social Media Usage

- Social media accounts should only be created by persons 13 years or over.
- Under no circumstances should posts be shared out with the school community without explicit permission from Dailly Primary School & Early Years Centre.

- All pupils are required to have permission from parents to have their image posted on social media.
- School social media accounts will only follow educationally linked accounts.
- Comments on social media may not receive replies. Any negative comments or complaints will be deleted. If concerns or complaints arise we request that the usual procedures are followed – social media is not a platform for these discussions.
- Facebook posts will not have the facility to post comments.
- The school social media accounts will not post or share contact information unless explicit permission is given.

Inappropriate content

The following content is deemed inappropriate:

- Offensive language of any kind.
- Negative comments directed at the pupils, parents, staff, school, South Ayrshire Council or others connected with the school.
- Unsuitable images/content posted on its feed.
- Unsuitable content/images linked from another account.

Any violations of the above will be deleted and result in users being removed and blocked. Depending on the nature of the violation, content will be reported to the relevant platform. In the most serious of incidents, follow up action may include informing local police.

Roles and Responsibilities

Staff	Parents	Pupils
<ul style="list-style-type: none"> • Staff have the responsibility to ensure regular updates of classes and pupil achievements. • Staff have the responsibility to ensure that information posted is up to date and accurate. • Staff have the responsibility to follow the guidelines as stated above. 	<ul style="list-style-type: none"> • Parents have the responsibility to ensure that the school has up to date social media and photo permissions for their child. • Parents have the responsibility to follow correct procedures for complaints by contacting the school directly. • Parents have the responsibility to ensure that they follow the guidelines as stated above. 	<ul style="list-style-type: none"> • Pupils have the responsibility to alert an adult if they see or hear of anything being posted which may cause them concern.