



## **SOCIAL MEDIA POLICY**

### **Rationale**

This policy is to explain the acceptable usage of social media with regards to Fisherton Primary School. It includes Twitter, Instagram and Facebook. The policy will explain the purpose of social media use within the primary 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, information 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 (e.g. Facebook, Twitter, Instagram) is a broad term for any kind of online platform which enables people to directly interact with each other. However, some games, for example Minecraft or World of Warcraft and video sharing platforms such as You Tube have social media elements to them.

The school recognises the numerous benefits and opportunities which a social media presence offers. Staff, parents/carers and pupils are actively encouraged to find creative ways to use social media. However, there are some risks associated with social media use, especially around the issues of safeguarding, bullying and personal reputation. This policy aims to encourage the safe use of social media by the school, its staff, parents, carers and children.

### **Purpose of Twitter, Instagram, Facebook.**

The purpose of Fisherton Primary's social media accounts is to allow parents and approved contacts to view events, achievements and information about the school. Fisherton Primary 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.

### **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 outwith the school community without explicit permission from Fisherton Primary School.

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.

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.

*The overriding function of the social media policy is to protect staff, students and parents from the many issues that can arise as a result of posting on social networking sites.*

<b>Roles and Responsibilities</b>		
<b>Staff</b>	<b>Parents</b>	<b>Pupils</b>
<ul style="list-style-type: none"> <li>• Not accepting friend requests from current pupils, or ex-pupils</li> <li>• Notifying the parents if a child sends a friend request</li> <li>• Using extreme caution when corresponding with parents via social media, and preferably using a school email address instead</li> <li>• Not discussing anything to do with school, pupils or other staff members, or posting photos of school events</li> <li>• Only posting things that they would be happy to be attributed to them as a teaching professional</li> </ul>	<ul style="list-style-type: none"> <li>• Not posting photos, videos or comments that include other children at the school</li> <li>• Not using social media on their own devices while on school premises</li> <li>• Not accessing social media while helping at school or on school visits</li> <li>• Raising queries, concerns and complaints directly with the school rather than posting them on social media – whether on their own pages, in closed groups (e.g. groups set up for school parents to communicate with each other) or on the school's pages</li> </ul>	<ul style="list-style-type: none"> <li>• Not join any social networking sites if they are below the permitted age (13 for most sites including Facebook and Instagram)</li> <li>• Tell their parents if they are using the sites, and when they are online</li> <li>• Be aware how to report abuse and inappropriate content</li> <li>• Not access social media on school devices, or on their own devices while they're at school</li> <li>• Not make inappropriate comments (including in</li> </ul>

<ul style="list-style-type: none"> <li>• Not identifying themselves as being associated with the school</li> <li>• Using the tightest privacy settings possible</li> <li>• Not using social media on school devices, or on personal devices while on the school premises</li> <li>• Staff have the responsibility to ensure that information posted is up to date and accurate.</li> <li>• Staff have the responsibility to follow the guidelines as stated above.</li> </ul>	<ul style="list-style-type: none"> <li>• Not posting anything malicious about the school or any member of the school community</li> <li>• Parents have the responsibility to ensure that the school has up to date social media and photo permissions for their child.</li> <li>• Parents have the responsibility to follow correct procedures for complaints by contacting the school directly.</li> <li>• Parents have the responsibility to ensure that they follow the guidelines as stated above.</li> </ul>	<p>private messages) about the school, teachers or other children</p> <ul style="list-style-type: none"> <li>• Pupils have the responsibility to alert an adult if they see or hear of anything being posted which may cause them concern.</li> </ul>
---	---	---

### **Parent Council Facebook Page**

*The purpose of the Parent Council Facebook page is to share information about Parent Council Business and to provide helpful reminders of school events and information that has been shared. The information posted will be screen shot from Groupcall messages issued by the school or from information shared by South Ayrshire Council or Active Schools. Comments will be switched off unless feedback is required.*

**There will be no photographs of pupils permitted and the chair/vice chair will only approve parents/carers of current children who have read and agreed to the social media policy.**

I wish to be a member of the Fisherton Parent Council Facebook page and agree to comply with the below responsibilities.

- Not posting photos, videos or comments that include other children at the school
- Offensive language of any kind
- Not posting anything malicious about the school or any member of the school community
- 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.
- Parent Council Facebook page queries/content should be directed to the Admin, i.e. Chair/Vice Chair

**Any violations of the above will be deleted and result in users being removed and blocked.**