

## ***Duddon Saint Peter's CE School***



### **Social Media Policy**

Social media presents an easy way to post information and news, and to keep the school community up to date about the school and its events. This document outlines the school's policy on the administration and monitoring of any social networking sites set up and used by the school.

#### **Purpose of using social media:**

- to communicate directly with parents and carers, to give speedy access to accurate information
- to provide a source of information about the school, accessible through a range of devices
- to promote events and activities of the school
- to provide a means of communication with staff

#### **Guidance:**

- The proposed audience and level of interactivity with the sites by pupils, staff, parents or members of the public, will be decided by the Governing Body.
- The sites must be maintained regularly so that the content is fresh, relevant and accurate.
- They will give a positive impression of the school and not present a risk to its image.

#### **Creation of sites:**

- The school's social media sites can only be created by or on behalf of the school.
- Approval for the creation of a site must be obtained from the Head teacher and/or governors.
- The type of content contributed to the sites must be discussed with and approved by the Head teacher.
- The sites may attract media attention. All media enquiries must be directed to the Head teacher.

#### **Content:**

- Privacy options will be carefully considered.

- All postings will be screened and moderated for their content on a regular basis by relevant adults.
- Responsive reporting systems must be in place.
- Clear communication to parents and the school community outlines the purpose of the accounts.
- All postings should be accurate and reflect positively on the school.
- Any content posted should take into account confidentiality of pupils, staff and teachers and ensure that the reputation of the school is safeguarded.
- Content must stay within the law and consider child protection, privacy, data protection, libel, defamation, harassment and copyright law.
- The sites should use the school's logo or branding to ensure consistency.
- Any images of children posted on the sites must refer to permissions given by parents for their use. Children should not be identified by name.
- There must be at least two approved administrators/moderators to review and moderate content.
- The Head teacher (or nominate person in his absence) will monitor content.
- Any inappropriate comments must be removed immediately by administrators.
- Any links to external sites must link only to appropriate and safe sites and must be approved by the Head teacher.
- Any proposal to use the sites for advertising purposes must be approved by the Head teacher or to make an external organisation a 'friend' of the site.
- Staff are not permitted to invite, accept or engage in communications with parents/carers in any social media whilst in employment at the school.
- If any staff are aware of inappropriate communications involving any child in social media, these should be reported to the Head teacher/DSL.

Sites used include Twitter, Facebook and WhatsApp

Date: February 2024.....

Date of review Spring 2026