



The Grove Primary School

"The Grove School Cares"

Social Media Policy

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The Grove Primary School **Social Media Policy**

Document Control

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Change History

Version	Date	Description
17.5	25/05/2018	Reviewed Policy to ensure compliance with Data Protection Act 2018
18.0	04/09/2018	Annual Policy Review
19.0	23/09/2019	Annual Policy Review
19.1	08/07/2020	Annual policy review

Related Documents/Policies

References	Title
	Data Protection Policy
	Digital Images Policy
	Staff Acceptable Use Policy
	Staff Managing Social Media AUP



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Aims of Using Social Media:

- 1. To quickly share and celebrate children's achievements, successes and school updates.**
 - 2. To demonstrate safe and responsible use of social media**
 - 3. To encourage the use of 21st Century technology**
- The school Twitter, Facebook and YouTube accounts will be referred to as "Social Media accounts" for the purpose of this document.
 - The school social media accounts will be ran from authorised school devices by only designated members of staff and will be actively managed by the social media manager.
 - The school social media accounts will be a *Public accounts*. *The social media manager will monitor the followers and block any who appear to not be school focused.*
 - The school social media accounts will only post items between the hours of 8am and 6pm between Monday and Friday. The only time any posts made outside of this time are for school events (e.g. football matches, residential trips, performances) or to share urgent school news (e.g. closers due to adverse weather).
 - The school social media accounts will only follow educationally link accounts. No personal accounts, unless they are educationally linked, will be followed. For example a children's author.
 - The school social media accounts will only reply to any 'replies' on Twitter or any comments or "mentions" on Facebook or YouTube to give parents/guardians additional information or answer any general queries. No information will be given out over social media with regards to individual children or groups of children, likewise no comments will be made to any negative or unconstructive comments. This is not the platform to discuss or debate school related issues.
 - The school social media accounts will only use children's first names when referencing children and only where consent has been obtained on the photographic consent form to publish a child's name.
 - The school social media accounts will only use Twitter, Facebook and YouTube to share positive messages and content about the school.
 - The school social media account will not post photos of children where parents have opted out of this via the photographic consent form. It will post photos of children playing, working and learning.
 - The social media accounts may be used to share news and information during a school trip. The account will be run by a senior teacher on a 4G connected phone for the period of the trip. Photos or videos taken on the device for the purpose of sharing on Twitter, Facebook or YouTube will be deleted once they have been shared in accordance with the schools data protection policy.
 - The schools Facebook pages will be ran from specially created "Ghost" accounts which will not post any content to personal feeds. These accounts will only be used for the purpose of administrating and updating the school Facebook Page and the accounts will not be made publically viewable.
 - Any comments on the school Facebook page must be approved by a "Page Administrator" before they are made public.



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- No friend requests will not be accepted on the school Facebook accounts.
- The school Twitter, Facebook and YouTube accounts will not reply to any direct messages.
- The school will change all social media account passwords on an annual basis.
- The Headteacher and Social Media Manager keep a record of all account information and passwords.
- *Individually targeted content* will not be posted e.g. “Well done Josh a better lesson today”. Tweets, status or comments to a year group or class along the lines of “don’t forget the...” are acceptable, although always think about the most effective way to communicate important information.
- Use of the @twittername of others is to be avoided. For example “*excited about @dexnott speaking to us*”.
- The School Facebook Page will use the Facebook profanity filter to block any unsuitable words the school will also actively update the profanity filter on a regular basis.
- Pupils in school will not be able to access Facebook, Twitter or YouTube using school devices in accordance to the schools Pupil Acceptable Use policy’s and Online Safety Policy which can be found on the school website.
- By endorsing Twitter, Facebook and YouTube we may be encouraging children to use social media so reinforce online safety rules such as “Never share anything that would be potentially upsetting; make sure you know how to report to anything you find that disturbs you; be careful who you talk to they may not be all they appear; never meet anyone from social media without telling your parents; always respect terms and conditions of a website or platform such as age requirements” Etc.

Twitter’s own safety rules can be read on:

https://support.twitter.com/groups/33report-abuse-or-policyviolations#topic_166

Facebook’s safety rules can be read on:

<https://www.facebook.com/safety/>

YouTube safety rules can be found on:

<https://www.youtube.com/yt/policyandsafety/en-GB/safety.html>

E-safety advice can be found on:

www.thinkuknow.org.uk/parents