

Bradleys Both Community Primary School  
**Social Media Policy**

Bradleys Both Community Primary School recognises and appreciates there are numerous benefits and opportunities that a social media presence offers. Maintaining an online presence is vital for schools, not only in terms of keeping the school community up to date with school information, updates and the promotion of our school, but also in terms of attracting potential admissions to our school. Having a school website is an essential part of this but having a school social media presence enables us to reach families and local community in a different way. Our School Facebook page ([Bradleys Both Community Primary School](#)), means we are able to share school information, news and notices directly to the personal news feed of parents/carers and a wider school community. We actively encourage involvement and engagement with our extended local community and through the use of a Facebook page our school is keen to forge wider links. .

The safeguarding and welfare of our children is of paramount importance and we have a responsibility to safeguard our children against potential dangers when accessing the internet at school, and to educate them about how to protect themselves online when outside of school. The "settings" for the school Facebook page have been chosen to ensure our social media page settings are suitable for the nature and use of our page.

**Aims:**

The purpose of having a school Facebook Page is:

- To further improve our school information system with using Facebook, along with the existing methods of letters, text messages, email and the school website.
- To celebrate and promote positive school achievements.
- To use Facebook as a means of marketing the school to a wider audience.
- To facilitate communication and networking opportunities with parents, especially new or prospective parents.
- To publicise school events and increase awareness about school fundraising.
- To announce any updated information that appears on our school website via Facebook.
- To make school announcements.
- To engage with the community of Bradley and the wider local area acting as a key component of our school's online presence.

**Terms of use for operating Bradleys Both Community Primary School:**

- The Bradleys Both Community Primary School Facebook page must comply with the expectations of the General Data Protection Regulation (GDPR) 2018. Therefore, the school will not share any form of personal data that may compromise the safety of any member of the school community, including pupils, parents/carers or staff.
- Designated members of school staff are the **only** users who can post on our school Facebook page.
- The school will not respond to private messages or questions on the page. These should be emailed to the school admin email address.
- Parental consent for the use of children's first name and photos will be obtained at the start of every new school year
- The school will not post photographs of children whose parents have not consented to them being on social media.
- The school will only use first names of students in posts if applicable.
- The school will not post anything on the page that could be deemed offensive.

**Terms for using Bradleys Both Community Primary School Facebook page:**

- The Bradleys Both Community Primary School Facebook page must comply with the expectations of the General Data Protection Regulation (GDPR) 2018. Therefore, users must not share any form of personal data

that may compromise the safety of any member of the school community, including pupils, parents/carers or staff.

- All photographs or video images of children and staff alike are classified as personal data. The user will therefore not copy the image posted for their own personal use
- Users should not post anything on the page that could be deemed offensive. Inappropriate or harmful comments/content will be removed immediately.
- Users should not share any personal information that could be deemed as confidential.
- Users cannot tag or post photographs of children on the page.
- Users should not add comments that can identify children e.g. not identify them by their full name. .
- Users should not engage in giving negative feedback on Facebook and must contact the school directly.
- Users will not mention individual staff members in a negative light on the school Facebook page. The tone of any discussions should be positive and respectful.
- Users should not use the school Facebook page to raise potential or perceived issues or concerns about the operations of the school or about any staff, children or parents.
- All users following the school's Facebook page who are interacting ('liking') the posts must do so with a Facebook account that is identifiable.
- Users should not ask to be "friends" with staff.
- Facebook lists a minimum age requirement of 13, and all parents are reminded that children **under the age of 13 should not be on Facebook**. We encourage children only under their parent's / carer's supervision, to view our school's Facebook page. We trust the conduct of our community members on our Facebook page will serve as a positive role model on how to behave appropriately on social media pages.

#### **Policy Statement:**

Bradleys Both Community Primary School reserves the right to suspend or block users from using the school's Facebook site at the discretion of staff and governors. Where there are issues of a potentially serious criminal nature such as threats or inappropriate comments, the matter will be referred directly to the relevant governing body.