



*Working together, with Jesus beside us, to achieve our full potential.*

# Gnosall St Lawrence CE Primary Academy

## Facebook Policy

Date: March 2020

Review date: March 2021

## **Rationale**

Maintaining an online presence is important for schools, not only in terms of keeping the school community up to date with relevant events and educational achievements, but also in attracting potential enrolment. Whilst having a school website is an essential part of this, web users must specifically visit the site regularly in order to receive this information. By establishing a Facebook group, parents and carers can follow this and receive updates with regards to school information, news and notices directly to their personal news feeds.

## **Aims**

*The purpose of having a school Facebook group is:*

- To continue to advance our school system with information shared via Facebook, along with the existing methods of paper letters, ParentPay messages and the school website.
- To provide any updated information that appears on our school website via Facebook.
- To make school announcements.
- To publicise school events and increase awareness about school fundraising.
- To celebrate positive school achievements in a forum where they can be shared by the school community.
- To use Facebook as a means of marketing the school to a wider audience.
- To engage the community that Gnosall serves and to act as a key component of our school's online presence.
- To facilitate communication and networking opportunities between parents, especially new or prospective parents.

## **Terms of use for Gnosall St. Lawrence's Facebook group**

- Users are only able to like/react to posts and share them; there is no option to comment on anything.
- Users should not share anything that may compromise the safety of any member of the school community; this is a public page - never transmit any personal information of pupils, parents or staff.
- Users cannot tag photographs of children on the group.
- Users must not engage in giving negative feedback on Facebook, it is more appropriate to deal with the school directly on such matters.
- Users should not ask to be "friends" with staff on their personal accounts.
- Individual/group/anonymous photographs are published based on the permissions sought in February 2020. Where there are any uncertainties surrounding this, or changes in circumstances, parents/carers must notify the school office immediately in order for them to update the records.
- 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.

## **Control measures implemented by the school**

- Permission forms must be completed for permission to be given.
- All teaching staff have a permissions list for their class and take responsibility for checking this prior to submitting photos for posting.
- SLT and admin have a permissions list for whole school.

- The school office create a document with photos of those who don't have permission for the purpose of checking posts.
- SLT to final check posts.
- No starring or pixelating of faces will be used.
- Potential members of the group must apply to join, citing reason for joining. This is then check by SLT.
- At the end of the academic year parents/carers of pupils who have left the school will be removed from the group.

Review 10.12.2020

Further measure implemented to ensure effective safeguarding on social media:

- Only a maximum of 3 photos can be posted by a class teacher per week so that SLT can check photos as thoroughly as possible.
- Photos will go through a 4-stage check before being posted in which all staff will check for pupils without permissions and personal information/data.
  - 1) Check 1 - completed by class teacher
  - 2) Check 2 - completed by an Assistant Headteacher
  - 3) Check 3 - completed by the Headteacher
  - 4) Check 4 - completed by person uploading the photo
- Training will be delivered to teaching staff regarding pupil permissions and data protection to avoid any personal data being posted.
- Written posts will be used more often to minimise the number of photos being posted.

**Appendix A - Permission Form**

Should you wish for your child's forename/image **NOT** to be shared on social media, please ensure that you select this from the options listed below.

Please note that pupils' surnames will **NOT** appear on the page at any time.

I consent to my child's forename and photo being included on the school social media group *(by ticking this option, you are also consenting to photos/videos within a whole class/whole school/group)*.

I consent to a photo or video of my child within a whole class/whole school/group being included on the school social media group.

I consent to an anonymous photo (face not shown) of my child being included on the school social media group.

I **do not** consent to my child's forename or photo being shared on the school social media group.

Pupil name: .....

Class: .....

Parent signature: .....

Should there be any alterations to your consent at any time, please notify the school office immediately.