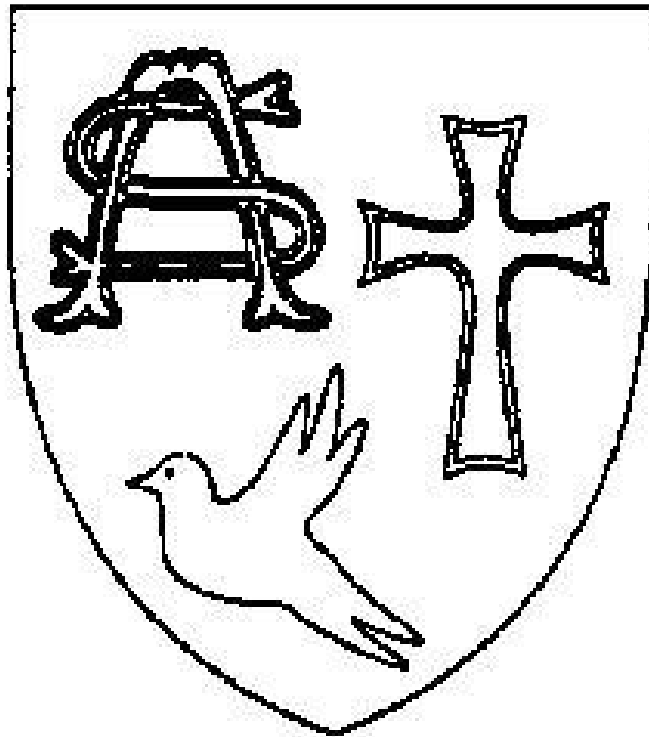


# St Anthony's Catholic Primary School



**Social Media Policy**  
**September 2019**

## **1. Rationale**

The rationale of this policy is to explain acceptable use of social media relating to St Anthony's Catholic Primary School's potential social media account. This policy relates to staff, children, parents and governors. The policy will therefore aim to explain the purpose of social media in St Anthony's Catholic Primary School and the benefits that will arise from its proper use. It will also deal with any potential pitfalls from using this communication tool.

## **2. What is social media?**

Social media is used primarily as a method of communication called a 'Post'. Current examples of what is classed as social media include: Facebook Twitter Snapchat Instagram and WhatsApp. Posts tend to reference people, places, and/or activities to which the said referee can respond. Posts either directly reference another person or broadcast information to which others can reply and respond. Social media users are able to follow or be followed. To follow somebody / something ensures that all of their activity and comments appear in the followers news feed. The obvious benefit of having followers is that the information you broadcast is instantly distributed into their news feed. Users can also private message each other when they don't want conversations to appear. St Anthony's Catholic Primary School's Social media account will not enter into private discussions with others. It will be a public account searchable through the Social media website.

## **3. What is the primary purpose of St Anthony's Catholic social media account?**

St Anthony's Catholic Primary's social media account will be used to showcase work and achievements of children at St Anthony's RC Primary School. It will also be used to demonstrate safe and responsible use of social media and encourage the use of 21st Century technology. St Anthony's Catholic's Social media account will also be used as a tool to support parental communication such as snow days, training day closures etc.

## **4. Who controls content for St Anthony's Catholic Primary's social media account?**

The uploading of content for St Anthony's Catholic Primary's Social media account will be undertaken by the Senior Management Team (SMT) and teachers at St Anthony's Catholic Primary School. Teachers will be responsible for the uploading of content, secure storage of the device used to post and the posting of children's pictures only where consent has been obtained from parents.

## **5. Posting Posts When Off-Site**

To protect the children at St Anthony's Catholic Primary School posting whilst off site is not allowed. Any posts that celebrate success off site e.g. a football tournament should be made when back at school. This will ensure that followers of St Anthony's Catholic Primary's Social media account cannot place a child and the school at a specific off site location.

## **6. Hardware**

All posts will be made from school iPads.

## **7. Posting Times**

The school will only post between the hours of 8am and 6pm from Monday to Friday.

## **8. Naming of People**

When posting, a child's name will never be displayed. The post should instead focus on the achievement e.g. *'Great use of our new school computers to edit our writing by Class 2'*.

## **9. Photograph Consent**

A list has been compiled of children who are not to have their photographs published on the Internet (including Social media). At the start of every academic year staff will be given a list of children who are not to have their photographs published on the Internet (including Social media). Additionally a list will be placed in the staffroom for reference by all staff members. When posting from within the phase or across the whole school, staff should be aware of children who are not to have their photographs published on the Internet (including Social media).

#### **10. Who can follow St Anthony's Catholic Primary's social media account?**

When St Anthony's Catholic Primary's Social media account receives a follower it will make informed decisions on a case-by-case basis as to accept or decline the follower. These decisions will be based upon a number of factors: The name of the individual as read on their Social media account and whether this name correlates to that of a parent on the SIMS database; is a member of the St Anthony's Catholic Primary teaching staff; Is a school governor; is a known and proper person to the SMT; The quality of the biography of each individual as read in the bio section of their Social media account; The images on view in the potential followers Social media account. In the unlikely event that a parent, or other suitable follower is inadvertently rejected, the head teacher will hear each individual on a case-by-case basis. These hearings will usually involve the prospective follower making themselves known in person to the above named persons, with their Social media details, and should take no more than a few minutes.

#### **11. Who will St Anthony's Catholic Primary's social media account follow?**

In order to protect itself from inappropriate content being distributed into its news feed, St Anthony's Catholic Primary's Social media account will not actively seek to follow any other users. This is to ensure that the posts displayed on St Anthony's Catholic Primary's Social media account relate directly to education and the achievements of children at St Anthony's Catholic Primary School.

#### **12. What is inappropriate content and referencing and how will it be dealt with?**

St Anthony's Catholic Primary's social media account welcomes any referencing, mentions, or interactions that show the school in a positive light only. Therefore, St Anthony's Catholic Primary School deems any of the following as inappropriate: Offensive language or remarks aimed at the school, its staff, parents, governors or others affiliated with the school; Unsuitable images or content posted into its feed; Unsuitable images or content finding its way from another's account into the St Anthony's Catholic Primary's Social media account feed. Images or text that infringe upon copyright; Comments that aim to undermine the school, its staff, parents, governors or others affiliated with the school. Any inappropriate content will be deleted and its users will be removed, blocked, and, depending on the nature of the comment, reported to Social media. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

#### **13. Reposting From time to time**

St Anthony's Catholic Primary's social media account will be tagged in other posts, for example, when it takes parts in events with other schools who also use Social media. The school will decide on a post by post basis as to whether or not to repost this information from their own Social media account. The reposting of posts from other organisations shall be undertaken by members of the SMT.