

St. Margaret Clitherow's Catholic Primary School

(Part of St. Oswald's Catholic Voluntary Academy)



CATHOLIC VOLUNTARY
PRIMARY ACADEMY

Facebook Policy

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Written by:	SLT
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1. Introduction

The page is designed to:

- Inform, engage and communicate with parents, carers and other interested parties.
- Recognise, celebrate and promote the work of the school and its students.
- Communicate and reinforce school policies and good practice.

Postings will include updates on everyday school life, activities, clubs, events, useful information and websites, advice, suggestions, songs, books and photos of activities.

2. Posts and Comments

2.1. Each class teacher will be authorised administrators that will be responsible for updating the page on a regular basis. The administrators will communicate in a positive, accurate, respectful and responsible manner. They will uphold and promote the values of the school vision statement at all times. They will also sign a school contract which they must abide by at all time. Misuse of the Facebook page will lead to disciplinary action. The school (Computing co-ordinator) will change the Facebook password on a half termly basis.

2.2. All parents + carers are also welcome to post their thoughts and ideas on the page, and to like, share and comment on postings. We would request that they do so in a similarly positive, respectful and constructive manner.

2.3. If followers have any specific concerns, particularly related to their own or other child/children, we ask that they do not post these on the page timeline and encourage them to speak directly to the Head/Class teacher.

2.4. Under no circumstances should any child/children be named or described on the page by staff. This is due to data protection and the legal responsibility we have to keep the children safe.

3. Photographs and videos

3.1. Parents are asked to fill in a permission form for the school to use their child's photograph on school publicity materials including the school Facebook page.

3.2. Only authorised administrators have permission to upload photographs and videos on to the page. This is because they are aware of the parental permissions held by the school.

3.3. No-one else is permitted to post any photographs or videos on to the page. The setting allowing people to post or tag photos will be turned off.

3.4. No children will be tagged or named in relation to a photo directly on the page. However, there may be links to the school website or to third party articles (e.g. Evening Gazette) where children may be photographed and named.

4. Site moderation

4.1 The page will be moderated daily by administrators that are authorised by the Headteacher.

4.2 All visitors to the page are asked to inform the Headteacher of any inappropriate comments, behaviour or concerns they have relating to the page.

4.3 The page profanity filter will be set to 'strong'.

4.4 We encourage parents and carers to post regularly on the page. The Facebook private message facility will be turned off.

5. Misuse

5.1. In the event that an inappropriate or offensive comment is made it will be recorded by an administrator (screen shot) and brought to the urgent attention of the Headteacher. The Headteacher (or Admin acting on their behalf) will delete any inappropriate content or comments and will, if they feel it is necessary, speak to the person who has posted the comment in person.

5.2. In the event that a child is described or named by a member of staff the post will be deleted as soon as it is discovered.

5.3. In the event that an inappropriate or offensive comment is made by someone who is unconnected to the school, the Headteacher will respond accordingly. The response will depend on the content of the post but may include contacting the user via private message, deleting the comment and banning the user, or reporting the post to relevant external bodies.

5.4. If any individual repeatedly makes inappropriate comments the School has the discretion to ban the offending individual from the page and (where appropriate) report the offender to relevant external bodies.