



School Facebook Group Policy

Vision and Mission.

Our Vision as a Church of England school is to deliver a caring, stimulating and enjoyable experience for all our pupils, during which pupils are expected to do their best at all times and to live out our Christian values by treating others as they would like to be treated.

Pupils should leave our school with strong basic skills including communication, self-management and team-working skills, able to access the next stage of learning, be useful and caring citizens of our country with pride and awareness of our collective values and with special memories of their time at our school.

Our Mission Statement is "to learn with care, fun, faith and respect".

Ethos Statement

Recognising its historic foundation, the school will preserve and develop its religious character in accordance with the principles of the Church of England and in partnership with the Church at parish and diocesan level.

The school aims to serve its community by providing an education of the highest quality within the context of Christian belief and practice. It encourages an understanding of the meaning and significance of faith and promotes Christian values through the experiences it offers to all its pupils.

The children will gain skills, knowledge, and understanding enabling them to experience success and to realise their potential in a safe and caring environment. The children will be taught those values and attitudes which will strengthen their respect for themselves and others, enabling them to take their place in society with confidence. The way people behave towards one another plays a vital role in achieving this aim.

Wilbarston CEVC Primary School Facebook Policy

The purpose of the policy is to:

- Protect the school from legal risks
- Ensure the reputation of the school, its staff and Governors is protected

- Safeguard all children
- Ensure that any users are able clearly to distinguish where information provided via social media is legitimately representative of the school

1. Introduction

The Wilbarston CEVC Primary School Facebook group (known as the group from here-on) is run in partnership by the school and the Parents Association. It is managed by the Head teacher, Bursar, the Chairperson and Treasurer of the Parents Association.

The group 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. The Governors will decide on and authorise administrators that will be responsible for updating the group 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.

2.2. All parents and carers are also welcome to post their thoughts and ideas on the group, 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 group timeline and encourage them to speak directly to the Class teacher/Head.

- 2.4. Under no circumstances should any child/children be named or described on the group. 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 group.

3.2. Only authorised administrators have permission to upload photographs and videos on to the group. 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 group. 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 group.

4. Site moderation

4.1 The group will be moderated daily by administrators that are authorised by the Governors

4.2 All visitors to the group are asked to inform the Head Teacher / parents' association of any inappropriate comments, behaviour or concerns they have relating to the group.

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

4.4 We encourage parents and carers to post regularly on the group. 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 Head Teacher.

The Head Teacher will speak to the individual(s) involved and explain the purpose and ethos of the group, and why their comment / behaviour is inappropriate or offensive. We will ask the individual to remove the posting. Ultimately, the administrators reserves the right to remove any comments that are deemed inappropriate.

5.2. In the event that a child is described or named (whether in the main post or within comments), it will be recorded by an administrator (screen shot), immediately deleted and brought to the urgent attention of the Head Teacher.

5.3. In the event that an inappropriate or offensive comment is made by someone who is unconnected to the school, the Head Teacher 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 (two times or more), the Head has the discretion to ban the offending individual from the group and (where appropriate) report the offender to relevant external bodies.

6. Restrictions

6.1. The group is designed as a communication tool to engage with parents and carers. It is therefore restricted to people over 18 years of age.

6.2. Where a parent is under 18 years old, permission will be granted at the discretion of the Head Teacher.

6.3. The Head Teacher also has the discretion to remove or ban any followers that are known to be under 18 years old.

June 2017

Signed:..... Chair

Date:.....

Appendices 1

Facebook Policy Wilbarston CEVC Primary School & Parents Association

This Closed Group is open to all parents and staff of Wilbarston C of E Primary School. It is to be used for sharing school news, promoting fundraising, and social events. Please use the page in a positive manner.

This is a moderated group and the school/PA reserves the right to remove any comments on the posts.

We have created a simple list of do's and don'ts to help you use this resource correctly.

Please **do** the following:

- **Use good judgment** - Regardless of your privacy settings, assume that all of the information you have shared on your facebook is public information.
- **Be respectful** - You cannot see a smile or understand nuances of speech on social media. Please keep the tone of discussion positive and respectful.
- **Be responsible and ethical** - Unless you are specifically authorised to speak on behalf of the school as a spokesperson, you should state that the views expressed in your postings, etc. are your own. **Any issue or concerns you have with the school should be raised directly with the school and not on social media.**
- **Correct any mistakes**- Be sure to correct any mistake you make immediately, and make it clear what you've done to fix it.

Don't share the following:

- **Confidential information** - If it seems confidential, it probably is. Online "conversations" are never private.
- **Private and personal information** - To ensure your safety, be careful about the type and amount of personal information you provide. Avoid talking about personal schedules or situations. NEVER give out or transmit personal information of students, parents, or colleagues. Always respect the privacy of the school community members.
- **Images** – Photos taken at School/PA events may be used by the school and the PA committee to highlight activities. It is not acceptable to post pictures of students on this group. Any requests to remove images of any child will be complied with immediately.
- **Other sites** - Link to other sites may provide useful and interesting content. Don't blindly repost a link without looking at the content first you never know what could be there!

Posts will be removed if they are:

- personal attacks against other parents, pupils, the school and its staff (posts deemed libellous, profane, defamatory, disparaging, hateful, harassing, threatening, or obscene)
- break the law
- fraudulent, deceptive or misleading

Please search for Wilbarston CE Primary School and request to be added to the group. We will approve your request as soon as possible.

Appendices 2

Wilbarston CEVC Primary School Facebook user form

Parent/Carers name:.....

Child/Children:.....

User name on Facebook:.....

I have read and understood the Facebook Policy and guidance. I understand if I misuse the school facebook site that I may have my access removed.

Signed:.....

Print name:.....

Date:.....