

# Drew Primary School

## Social Media Policy



***'Learning today for tomorrow's world'***

Agreed at Governing Body Meeting on: .....

Signed Headteacher: .....

Signed Chair of Governors: .....

Name of Policy: Social Media Policy

Date: 27<sup>th</sup> September 2016



## **Introduction**

The Drew Primary social media accounts (currently Twitter) are principally intended to advertise the excellent work by staff, pupils, parents and governors, and as a means of communication regarding the life of the school.

This policy should be read in conjunction with our Safeguarding, Acceptable Use, e-Safety and Behaviour policies.

## **Aims**

- To raise the school's profile by sharing updates about our day-to-day life.
- To celebrate children's achievements with our school community.
- To demonstrate a positive, safe and responsible use of social media.
- To promote the use of the latest technologies for educational purposes.
- To encourage collaborative networking with other schools.

## **Administration**

The school's social media feed will ordinarily be updated and monitored during normal school hours, Monday to Friday. However, circumstances may dictate that updates are provided at different times.

The uploading of content is monitored by members of the Senior Leadership Team and a selection of approved staff.

The Senior Leadership Team is responsible for password protection. The social media passwords are updated termly and may not be shared.

Only the first names of students are used when tweeting. Only group photographs of students whose consent is granted are published - See Appendix 1.

## **Followers**

The Drew Primary social media accounts are public to all followers. However, we reserve the right to block followers deemed inappropriate or offensive to our community.

Under no circumstances should staff members follow parents or students on social media.

## **Networking**

The Drew Primary School accounts will not actively seek to follow other users. However, exceptions may be made where following another account has obvious benefits to the school e.g. A children's author. These will be decided on a case-by-case basis by the Senior Leadership Team.

## **Interactions**

The Drew Primary School social accounts maintain a formal, courteous and professional tone in communicating via social media.

## **Inappropriate Content**

Drew Primary School welcomes any referencing, mentions, or interactions that portray the school in a positive light.

The following are deemed to be inappropriate:

- Comments that undermine the school, its staff, parents, governors or others affiliated with the school.
- Offensive language or remarks aimed at the school, its staff, parents, governors or others affiliated with the school.
- Unsuitable images or content posted onto its feed.
- Unsuitable images or content finding its way from another account onto its feeds.
- Images or text that infringe upon copyright.

Any inappropriate content is recorded, deleted and its users removed, blocked and, depending on the nature of the comment, reported to Twitter.

Any incidents of misuse involving pupils are dealt with according to the school's Behaviour Policy. Incidents of a serious nature may be reported to the police.

## **Potential and Actual Breaches of the Policy**

Any breaches of this policy would be fully investigated. Where it is found that there has been a breach of the policy, this may result in action being taken under the Disciplinary Procedure.

The Governing Body would take appropriate action to protect the school's reputation and the reputation of all staff, parents, governors, children and anyone else directly linked to the school.

### **Feedback from Governors**

- Add Appendix 2
- Who we follow
- Reviewed each 12 month
- Information on staff &social media
- Look at school policy site to see if there is a social media policy (check Denis)

## APPENDIX 1



Wythes Road, London, E16 2DP, Tel: 0207 476 1727, Fax: 0207 474 6468  
[www.drew.newham.sch.uk](http://www.drew.newham.sch.uk) [info@drew.newham.sch.uk](mailto:info@drew.newham.sch.uk)

Dear Parents/Carers,

As part of our efforts to provide our pupils with a modern, engaging curriculum, they have access to a variety of trusted online resources during their learning time including iPad apps and web-based activities.

As part of our computing programme of study, children regularly have discussions about keeping safe online and using all electronic equipment in an effective, responsible way in order to enhance their learning experiences.

Our school subscribes to a robust Internet filtering service which blocks any inappropriate sites. Our teaching staff constantly supervises all electronic usage and are always there to support pupils when needed, following local and national guidance.

Staff regularly monitor the children's files and web-based sites they visit and will contact you if any concerns were to ever arise.

From time to time, the school may want to celebrate the pupils' achievements and work successfully completed via our website, our social media channels or local press with photographs which never identify the children by name and surname. Our e-Safety policy can be accessed in more detail via our school website:  
[www.drew.newham.sch.uk](http://www.drew.newham.sch.uk).

If you agree to the above, you don't need to do anything else. If you do not want your child to be included in any published photo, please write a short note to the school office informing us of this.

We will be launching our Twitter account @DrewPrimary on Friday 30<sup>th</sup> September. Please make sure you follow us to learn more about the fantastic learning our children experience every day!

Yours sincerely,

Mrs E Peltier  
**Head Teacher**