

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: 27th September 2016

Agreed at Policy Committee Meeting:	13th December 2016
Signed Head teacher:	13th December 2016
Signed Chair of Governors	13th December 2016

History of Policy

Date	Notes
27 September 2016	Policy reviewed and updated by SLT
13 th December 2016	Reviewed by policy committee

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.