FACEBOOK Policy

The contents of this policy sit alongside the E safety Policy.

Rationale

Having an online presence is vital for schools as a way of communicating with parents and providing information about the school. The school's web page is a key part of this, but we believe that having a school Facebook page is also important. It allows parents to receive school information directly into their personal news feeds and to engage with school activities.

But alongside these opportunities comes a responsibility to use social media responsibly. This is particularly the case with regard to the school's safeguarding duties.

This policy sets out how the school will balance providing these opportunities while following its responsibilities. It only applies to the school Facebook page.

The purpose of the policy is to:

•   Protect the school from legal risks
•   Ensure that the reputation of the school, its staff and governors is protected
•   Safeguard all children
•   Ensure that any users are able to clearly distinguish where information provided via social media is legitimately representative of the school

Aims of having a Facebook Page and Group

The purpose of having a school Facebook Page and Group is:
•   To positively promote our school to the community and also potential new parents.
•   To engage more with parents, particularly those hard-to-reach parents.
•   To get messages out in a timely manner.
•   To share events and announcements.
•   To celebrate the work of students and our school as a whole.
•   To share resources, advice and guidance with parents about particular aspects of education.

Strategies

•   Information Communication Technology (ICT) lead will be the lead administrator of the sites and be responsible for setting up and updating the pages. The Chair of Governors, the school PIW and the SLT Administrative Assistant will also have admin rights. Other key members of staff will also be able to update the page, with agreed information and pictures.
•   The pages will be set up as a business so that the individual updating it cannot be identified.
•   The pages will be monitored daily initially and updated weekly by the Administrator.
•   Pictures or videos of children will only be posted on the pages where permission has been given from the parents in line with the School's E safety Policy and the new GDPR regulations.

- An assembly will be delivered annually to the school children discussing social networking safety and the Facebook.
- Any language that is deemed inappropriate will be removed, and the perpetrator will be reported to Facebook in line with the Schools E -Safety Policy.
- A letter will be sent out to parents/carers promoting the sites and outlining these Terms of use.
- Links to both the Page and the Group page appear on the school website.
- Only school staff have the ability to post on the Facebook page. Parents can make comment and share pictures.
- Any inappropriate comment or activity by parents will be removed immediately by the Administration Team. This may be aggressive, rude or unsuitable comment.
- Any inappropriate comment or activity by parents will mean removal from the Facebook Group or Page.

Terms of use for Cottingley Village Primary Facebook page:

These statements are in addition to those set out in the Schools E- safety policy.

Staff

- Staff should not share anything that may compromise the safety of any member of the school community.
- Staff should never transmit any personal information about pupils, parents or staff.
- Staff should not post anything on the page that could be deemed offensive, inappropriate or harmful. Any such comment/content will be removed immediately by the Admin Team.
- Staff should not share any information that is confidential- as a 'rule of thumb', if it seems confidential, it probably is. Online "conversations" are never private. Never post anything where there maybe potential doubt around the nature of a comment or its impact.
- Staff must not put photographs of children on the page or group.
- Staff should not engage in giving negative feedback on Facebook, it is more appropriate to deal with individuals directly on such matters.
- Staff will not mention other staff members, parents or pupils in a negative light on the school Facebook page. The tone of any discussions should be positive and respectful.
- Staff should not use the school's Facebook page or group to contact individual parents on personal issues or issues regarding their child.
- Staff must not advertise products and services on the school Facebook page.

Any inappropriate activity by members of school staff will be dealt with in accordance with the staff code of conduct policy as stated in the E safety Policy and the School Discipline Policy.'

Parents

- Parents who comment on the posts within the page or the group will do so in an appropriate and respectful manner.
- Parents should not engage in giving negative feedback on Facebook, it is expected that parents will deal with the school directly on such matters.
- Parents must understand that the Facebook pages and group cannot be used as a way to access school out of school hours – any issues should be brought into school the next day.
- Parents will not mention individual staff members in a negative light on the school Facebook page or Group.
- Parents should not post anything on the page that could be deemed offensive- inappropriate or harmful comments/content will be removed immediately by the Admin Team.
- Parents should never transmit personal information about themselves, pupils or staff on the school Facebook page or on the private Facebook group
- Parents must not copy or screenshot anything from our Facebook group and must not post these publically.
- Parents must not share any of our posts on their own personal Facebook pages.

- Parents should not use the school's Facebook page or group to contact individual staff members on personal issues.
- Parents must not advertise products and services on our school Facebook page or within the Facebook group.

The sanction for breaking any of the terms of use is an automatic ban from the group and the Facebook Page, this will be done immediately and without notification.

Development and Review of this policy

The implementation of this policy will be monitored by the E-Safeguarding Committee as stated in the E-Safety Policy.

Monitoring and evaluation of the policy will take place annually, or more regularly in light of any significant new developments in the use of technologies, new threats to E-Safety of incidents that have taken place.

Should serious E-Safety incidents take place, the following external persons/agencies should be informed: Safeguarding Officer, Bradford Council, Bradford Learning Network.

The school may exercise its right to monitor the use of the school's information systems and Internet access, to intercept e-mail and to delete inappropriate materials where it believes unauthorised use of the school's information system may be taking place, or the system may be being used for criminal purposes or for storing unauthorised or unlawful text, imagery or sound. (Regulation of Investigatory Powers Act 2000).

This policy has been approved and adopted by the Governing Body.
Policy Date: June 18
Reviewed   Jan 2022
Next Review 2024