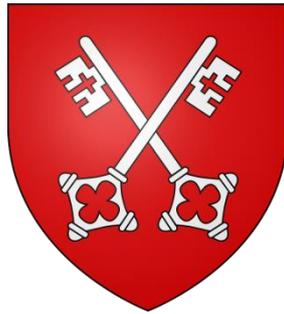


# St Peter's School



*"Together we hold the Keys to Success"*

## Social Media Policy for Parents and Staff



## **Introduction**

This policy aims to help guide parents and staff in the use of social media. It provides information as to how St Peter's School uses social media to communicate with parents and offers 'good practice' guidelines and E-Safety advice linked to the use of Social Media.

In February 2017, a Parent's Forum was set up to discuss the use of Social Media. Views, ideas and thoughts were shared, and the parents contributed greatly towards the creation of this policy.

## **What do we mean by 'Social Media'?**

Social Media sites are websites that allow you to interact with others online. Examples are Facebook, Twitter, any messaging systems, the school website, blogs, online discussion forums etc. These sites bring opportunities to interact and communicate with audiences in new and exciting ways and are now becoming a way of life, so it is vital that people are able to use these appropriately and safely.

## **Communication**

St Peter's School uses a variety of different ways for communicating with parents. These include, the school website, parent consultations, informal parent/teacher meetings, phone calls and email. In addition to this we use social media to share updates and information with parents and the wider community.

You can follow us on Twitter and Facebook:

Twitter <https://twitter.com/stpetersjersey>

Facebook <https://www.facebook.com/StPetersSchoolJersey/#>

School Website: <http://www.stpeter.sch.je/>

The purpose of using social media as a way of communicating with parents is to provide quick and relevant information and updates about school life.

**Please note that staff are advised not to become 'friends' with parents or pupils on sites like Facebook, as this can blur professional boundaries. We would appreciate it if you would refrain from sending friend requests to staff. We also do not expect pupils to on Facebook or Twitter, as the minimum recommended age for these is 13. Staff would never accept a friend request from a pupil, so please explain this to your child/ren.**

## **What kind of information do we put on Social Media?**

The school website provides key school information and policies and also provides links to useful resources. We use Social Media sites to publish information of general interest, to share learning and to celebrate success, thus giving parents and the wider community an insight into school activities.

We will also use these sites to give reminders and information relating to upcoming school and Friends of St Peter's School PTA events.

Social media information does not replace information sent out in newsletters, class letters or via email. It supports these methods of communication and allows the school to post on a regular basis with more general updates e.g. the latest school football scores, what happened during a class trip, updates during the residential visits etc.

As Facebook is open to a worldwide audience, we will not publish close-up pictures of children's faces without parents' permission and will never put their names with their pictures. We will take extreme care never to publish personal information or anything that could put children at risk i.e. we will not post information in advance of trips with exact details of the visit, or post details of timings of school

discos. We would ask parents to also be mindful of commenting on pictures that we post, as a child can easily be identified by the parent's surname.

### **Our Rules for our Social Media Sites**

It is important for everyone's safety that we are clear about how we use social media and agree guidelines for acceptable behaviour from the people who choose to follow us. By 'liking' us on Facebook or following us on Twitter, you are agreeing to the following rules about safe use of Social Media:

- ✓ We will be thoughtful about any comments we make on the school page. We will not tag people or use names in comments that could lead to children being identified.
- ✓ We will not use social media sites to comment about personal matters specific to individual members of our community, whether children, parents or staff.
- ✓ In line with our school behaviour policy, everyone who uses our social media sites should remember these "Golden Bucket Rules"
  - ✓ ***We are polite and respectful***
  - ✓ ***We are safe and caring***
- ✓ We are "Bucket Fillers" at St Peter's School and as such will not tolerate any form of bullying on our social media accounts or any comments or posts which are rude or abusive towards any member of our school community, parents, children or staff.
- ✓ Remember before posting to **THINK before you post**, and consider if the comment you are going to make is:
  - T: True**
  - H: Helpful**
  - I: Inspiring**
  - N: Necessary**
  - K: Kind**
- ✓ We reserve the right to delete inappropriate comments and ban further comments from anyone who breaks the above code, or the terms of service for the relevant social media site e.g. Facebook's term of service do not allow anyone under the age of 13 to open an account.

### **Guidance for Parents and Staff using their own Personal Social Media Sites**

- ✓ We do not want to prevent parents taking photographs or videos in school. However, we ask that if you take photographs or videos of school events, that the photographs or videos you publish on any social media pages do not include other people's children, without their express permission. If you take a picture that you would like shared on our social media sites, please email it so that we can post it on your behalf.
- ✓ Please check your Facebook privacy settings regularly to ensure that only the people you want to see your information can do so.
- ✓ Think before you post. Remember that even if you do have tight privacy settings, everything that you put on Facebook or Twitter is effectively on public view. Think about this rule – if you don't want people to see it and if you wouldn't have the conversation face to face –don't post it.

If you have concerns or comments, please come in to school and talk to us, following the procedures set out in our Comments, Compliments and Complaints policy. We would much prefer

parents to come and talk to us rather than making comments on social media, as this often doesn't help resolve the situation, and it can make it worse or cause others to feel anxious too.

This policy should be read in conjunction with the SOJ Social Media Policy.

Author	Mrs Sam Dixon, Headteacher
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