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## **School Facebook Page Policy**

In common with many other schools, we have a Facebook page to maintain an online presence which is vital for schools, not only in terms of keeping the school community up to date with school events, but also in terms of attracting potential new pupils.

Having a school website is an essential part of maintaining an online presence, but web users must specifically visit the school website regularly to receive this information.

By having a Facebook page, the school is feeding school information, news and notices directly into the personal news feeds of parents and the wider school community.

We adhere to the following protocols with respect to our Facebook page:

Posts on the school's Facebook page are created by the school only.

Parents and members of the public are able to add comments to posts if they wish. Any negative comments are removed by the school.

Comments on the school's Facebook page should not be used when parents wish to communicate with the school.

Parents are able to message school via the messenger app.

Photographs (or video) of pupils are only published to the school's Facebook page where the school has consent from the parents.

Parents are reminded that they must not publish photographs or video of school events to social media, since parents do not have the signed consent from other parents to do so.

## **Staff Use of Social Media – Facebook**

Staff must not use social networking sites to post material which damages the reputation of the school or other members of staff or which causes concern about their suitability to work with children and young people. Those who post material which could be considered as inappropriate could render themselves vulnerable to criticism or allegations of misconduct or disciplinary action.

When using social networking sites staff must take care to protect their privacy and protect themselves from risk of allegations in relation to inappropriate relationships and or behaviour.

Staff must not develop online relationships with pupils.

Staff must be wary of developing or maintaining online relationships with parents/carers through social networking sites, instant messaging or other media.

We understand that some members of staff are also parents of pupils at the school, or parents of pupils at Park Junior School, however, the highest standards of professional conduct are expected and the above points must be adhered to.