



SOCIAL MEDIA POLICY

SEPTEMBER 2022



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Department of Education Circular Number 2016/27

Social Media

- 10. Social Media is an excellent vehicle for communicating directly with parents/carers and the wider community.*
- 12. While many younger pupils will not be able to engage in social media directly, making them aware that the school and their parents/carers are interacting via social media gives them the opportunity to see that social media can be extremely positive when used in a responsible manner.*

Pond Park Primary School Aims of Using Social Media

- To share and celebrate children's achievements, successes, and school updates, quickly with the school community.
- To demonstrate safe and responsible use of social media.
- To encourage the use of 21st century technology.
- To reduce the amount of paper used in communicating with parents.

Usage

- The school social media accounts will be run from school devices by members of teaching staff.
- The school social media accounts will be public accounts. Senior Leaders will monitor the followers and block any who appear not to be school or education focused or who interact with school accounts in a negative manner.
- The school social media accounts will primarily share content between the hours of 8.00 am and 6.00 pm in line with normal school operating hours. Posts outside of this time may include special school events (eg sporting fixtures, residential trips, school performances), or to share urgent or timely news with the school community.
- The school social media accounts will follow educationally linked accounts or accounts of outside agencies or organisations with an affiliation to the school community.
- The school social media accounts will not reply to messages. This is not the platform on which to discuss or debate school related issues.

- School social media accounts will not refer to children by name unless requested by parents/carers to recognise an achievement outside of school, or where expressed permission has been sought from parents/carers to recognise outstanding achievements. In such cases, only forenames will be used.
- The school social media accounts will be used to share positive messages about the school and showcase daily life in school.
- Only children whose parents have digitally signed the appropriate section of the Parent Information Pack photograph permissions, will be allowed to feature on school social media.
- The passwords to school social media accounts will be changed regularly in order to maintain password security.
- Use of the @twittername of others will be minimal and only used in conjunction with educationally linked accounts or accounts of outside agencies or organisations with an affiliation to the school community.
- By endorsing social media, school may be encouraging children to use social media so online safety rules will be reinforced through online safety education in school, ie:
 - Nothing which could potentially be upsetting must be posted or shared.
 - Ensure you know how to report anything which you deem inappropriate or upsets you.
 - Take care regarding who you talk to online as they may not be who they appear to be.
 - Never meet up with anyone you have met online.
 - Never share any personal information online.
- As a school, we believe that in line with social media acceptable use age guidance, children under the age of 13 should not be using social media. As a result, any accounts believed to be related to current pupils will be blocked and parents will be notified.
- School will continue to reinforce appropriate and safe online usage through our ongoing online safety curriculum.