

Freegrounds Junior School Social Media Policy



Date of last review: November 2024

Date of next review: November 2026

Date approved: November 2024

Approved by: Policy working party

1 Rationale

The rationale of this policy is to explain acceptable use of social media relating to the Facebook, Instagram and Twitter social media accounts held by Freegrounds Junior School:

- Instagram – @Freegroundsjun
- Facebook – Freegrounds Junior School

This policy relates to staff, children, parents and governors. The policy will therefore aim to explain the purpose of social media at Freegrounds Junior School and the benefits that will arise from its proper use. It will also deal with any potential pitfalls from using this communication tool.

2. What is the primary purpose of social media at Freegrounds Junior School?

Social media will be used to celebrate and communicate events, learning and achievement at Freegrounds Junior School. It will also be used to demonstrate safe and responsible use of social media and encourage the use of technology.

3. Who controls content?

The uploading of content will be undertaken by the admin team in most cases, however senior leaders will also be able to upload content when needed. There will be a series of checks (from staff who create the initial information and the office team who then publish the content) to ensure all content is appropriate, including the correct use of spelling and grammar, as well as ensuring that only those children who have the appropriate permissions in place are pictured. Teachers and admin staff will be responsible for the secure storage of the devices used to communicate (school mobile phones).

4. Posting Etiquette

When communication is sent from the social media accounts, no hashtags will be used. There will only be a body of text which briefly summarises the information that is being shared. All posts will be of a positive nature. On no occasion shall text speak be used when posting content e.g. gr8, +ive, lol etc.

5. Hardware

All posts will be made from school-owned mobile phones and will be sent from one central phone which is located in the school office.

6. Timing

If staff would like content to be posted, they will need to send the relevant information (a photo or photos followed by a short written message) to the school office phone by 2:15pm. The school office will then send out any content which they have received for that day in a timely manner. For some events, and with advanced warning to the school office team, some posts may be sent at other points during the day.

The school will not post content outside the hours of 7.30am and 5.00pm from Monday to Friday, with the exception of when children are on residential or if a means of immediate communication is needed in an emergency.

7. Naming of People

When sharing content, a child's name will never be displayed. The post should instead focus on the achievement, event or learning e.g. *Great use of our new school computers to edit our writing in Pine Class.*

8. Photograph Consent

A list has been compiled of children who are not to have their photographs published on social media and, at the start of every academic year, staff will be given a list of the children who are not to have their photographs published.

9. Who will Freegrounds Junior School follow?

In order to protect itself from inappropriate content being distributed into its news feed, the school will not actively seek to follow any other users. This is to ensure that the content displayed on our accounts relate directly to education and the achievements of children at Freegrounds Junior School.

10. Passwords

The password for all social media accounts will be kept in the school safe and will be changed twice a year. If a member of staff, who had access to the passwords, leaves the school then there will be an additional change at this point to ensure there is good security of the accounts.

11. What is inappropriate content and referencing and how will it be dealt with?

The school welcomes any referencing, mentions, or interactions that show the school in a positive light only. Therefore, Freegrounds Junior School deems any of the following as inappropriate:

- Offensive language or remarks aimed at the school, its staff, parents, governors or others affiliated with the school
- Unsuitable images or content posted into its feed
- Unsuitable images or content finding its way from another's account into the feed.
- Images or text that infringe upon copyright
- Comments that aim to undermine the school, its staff, parents, governors or others affiliated with the school. Any inappropriate content will be deleted and its users will be removed, blocked, and, depending on the nature of the comment, reported

Furthermore, incidents of a more serious nature may be reported to the appropriate authority.