



# Burlish Park Primary School



## SOCIAL MEDIA POLICY

DATE: October 2019

RATIFIED BY THE GOVERNING BODY ON: November 2019

REVIEW DATE: November 2022

SIGNED:..... (CHAIR OF GOVERNORS)

DATE:.....



# Burlish Park Primary School

## Social Media Policy

### **The use of social networking sites in school**

Burlish Park uses many different platforms to celebrate the achievements of children and to communicate with stakeholders. In terms of social media, Burlish Park operates its own facebook page and twitter account.

Any photographs published on either social media will follow GDPR and data protection requirements.

Parents can be reminded that social media is not the preferred method of discussing concerns. This is always best done face to face and they should consult a staff member if they have questions.

### **Facebook**

The Burlish Park Primary School facebook page is a private closed group. Members must request to join the page and will only be approved if they are a named contact of the child on Scholar Pack. Staff members can also request to join the page. The page is monitored by an administrator in school and the page is set so posts must be approved.

When children leave Burlish Park, their contacts are removed from the facebook page (please note this will be done periodically).

Page rules are set to:

1. This page is to discuss school matters and to celebrate children's achievements.
2. Any abusive messages or language will be removed and the person banned.

Bans can be temporary (24 hours) or permanent. This is at the discretion of the page administrator. All bans are reported to the Headteacher.

As facebook is only permitted for users over the age of 13, any Burlish Park pupil that requests to join the page or requests to befriend a member of school staff will be reported to one of the safeguarding leads.

### **Twitter**

Burlish Park Primary School has a twitter page that is operated by authorised staff members. The page is used to promote activities that Burlish Park carry out and to link with others. Due to the public aspect of Twitter, 'tweets' are usually to celebrate and to advertise events, rather than communicate with parents.

### **Dealing with incidents of online bullying/inappropriate use of social networking sites**

The school's Anti-Bullying Policy sets out the processes and sanctions regarding any type of bullying by a child on the school roll.

In the case of inappropriate use of social networking by parents, the Headteacher will contact the parent asking them to remove such comments and seek redress through the appropriate channels such as the Complaints Policy.

The School Improvement Board understands that, "There are circumstances in which police involvement is appropriate. These include where postings have a racist element or where



violence is threatened or encouraged.” Furthermore, “Laws of defamation and privacy still apply to the web and it is unlawful for statements to be written...which:

- expose (an individual) to hatred, ridicule or contempt
  - cause (an individual) to be shunned or avoided
  - lower (an individual's) standing in the estimation of right-thinking members of society or
  - disparage (an individual in their) business, trade, office or profession.
- (National Association of Headteachers)*