



Social Media Policy for Parents and Staff



July 2017

This policy aims to help guide parents and staff in the use of social media. It provides information as to how St Saviour'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 2015, 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 VLE, Makewaves, 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 Saviour's School uses a variety of different ways for communicating with parents. These include ParentMail, 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 at <https://twitter.com/stsavioursch> or like our Facebook page - St Saviour's School, Jersey for school updates. Please follow the links from our website at www.stsaviour.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, so we would appreciate it if you would refrain from sending friend requests to staff.

What kind of information do we put on Social Media?

We use Social Media sites to publish information of general interest. We aim to give school updates that include relevant information, thus giving parents an insight into school activities, without overloading them.

Social media information does not replace information sent out in newsletters, class letters or via ParentMail. 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 photographs of children's faces without consent from parents. In addition, we will not publish information that could put children at risk i.e. we will not post information in advance of trips with exact details of the visit or specific events.

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 to 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:

1. We will not use social media sites to comment about personal matters specific to individual members of our community, whether children, parents or staff.
2. We 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.
3. We reserve the right to delete inappropriate comments and ban further comments from anyone who breaks the above code or 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 using their own Personal Social Media Sites

- ✓ We do not want to prevent parents taking photographs in school. However, we ask that if you take photographs or videos of school events, that the photographs you publish on any social media pages do not include other people's children, without their express permission.
- ✓ Please check your Facebook privacy settings to ensure that only the people you want to see your information can do so. You can find a useful link on our website of what settings to check www.stsaviour.sch.je – look for the Social Media tab)
- ✓ Think before you post. Remember that even if you 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 a comment, question or concern about anything linked to school, we encourage all parents to come and speak to us. We have a Compliments, Comments and Complaints Policy (found on our website). We would much prefer parents to come and chat 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 States Of Jersey Social Media Policy.

Author	Deputy Headteacher
Date Created	March 2015
Updated	July 2017
Date to be Reviewed	July 2019