



*In God's love we believe and achieve*



# St. Michael's

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## Catholic Primary School

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# Social Media Policy

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## Intent

In this technology rich world, our pupils, parents and the wider community we live in, Social Media is becoming more and more a part of daily life. At St Michael's, we believe it is important to educate our children in the benefits and hazards of social media, in order for them to become safe social media users themselves in the future. The use of social media will not only help to keep up to date with important changes but can also impact on learning in the classroom and assist with connecting staff with our school community and the wider world to continuously develop professional practice.

The use of social media also encourages networking sites to be used in a beneficial and positive way by parents/carers. Social media enhances the means of communication with parents/carers which was previously not possible and provides an additional link between St Michael's Primary School and the community in which it supports.

This policy will explain the acceptable use of social media at St Michael's. The policy will also explain the purpose of social media in school and the benefits that will arise from its proper use.

## Why we use social media

St Michael's Primary School and school staff will be using social media in order to:

- Share and showcase the learning that has taken place in the classroom across the school.
- Teach our children how to use social media safely in the future.
- Share updates and information with parents/carers (such as local workshops, NSPCC and Halton Borough Council etc) in order to involve them in the life of our school.
- Promote St Michael's Primary School within the local area.
- Share any messages sent out via text/email/letter from school, as appropriate.
- Provide more means of communication for parents/carers of our school community - Parents will be encouraged to follow the school Twitter account as a means of communication with the school.

## Safeguarding pupils

In order to safeguard the pupils at St Michael's Primary School, ***no names of pupils will be used alongside any photographs or work of pupils***. Photographs of children will only be used ***where photographic consent has been sought from parents/carers*** (this means that parents/carers must have ticked to say that they give permission for their child's photograph to appear on social media; no response is not permission). Posts sent by St Michael's Primary School will

adhere to the social media permission list. St Michael's Primary School's Senior Leadership Team will review all breeches made on Social Media and will review this in accordance with our strict Safeguarding and Child Protection Policy.

### **Twitter**

Our school Twitter account is a public account, meaning that anyone can follow and see posts made by our school account. School leaders will make regular checks for new followers and any followers that are deemed unsuitable will be blocked from viewing the account. School leaders will make decisions on a case by case basis.

Posts made by school staff may include images, videos and written comments. These written comments may include hashtags to connect our posts to other similar posts or @mentions where we can link in selected members of our school community such as @Halton.

### **Inappropriate content/comments**

St Michael's Primary 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 school 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, either on Twitter or messenger groups such as WhatsApp

Any inappropriate content will be reported and its users will be blocked.

Social Media sites are not an avenue for complaints. All complaints must be made directly to the school and in accordance with our complaints policy which is available on our website.

Halton Primary Headteachers have issued a document 'Social Media Code of conduct for Parents/Carers'. All parents/carers at St Michael's are expected to comply with this document. A link is provided on school website.

The Social Media Policy will be reviewed by the Governing Body every 2 years and signed by the Chair of Governors on behalf of the Governing body.

Signed..... Name.....

Date.....