

Social Media

Policy for Parent Council Uphall Primary Community

This is the social media policy for Uphall Primary Community

It is important for everybody's safety that we are clear about how we use these sites and what, we feel, is acceptable behaviour from the people who chose to follow us. We use our social media sites to publish information that is of general interest.

The setting for this group is *closed* therefore the content can only be viewed by members in the group. This group has been set up to increase communication within the Parent Forum. All parents and carers who have a child enrolled at Uphall Primary School are automatically members of the Parent Forum.

The Uphall Primary Community group can be contacted by email at
UphallPrimaryCommunity@outlook.com

Aims of this Policy

Uphall Primary Community is aware of its responsibilities towards the school community when using social media. This policy sets guidelines for parents and carers on using social media sensibly, rationally and respectfully and the procedures for dealing with unacceptable behaviour. The Uphall Primary Community social media is administrated by volunteers.

This policy relates specifically to Uphall Primary Community's social media activity and is unrelated to Uphall Primary School's own social media policy.

Please note: Uphall Primary Community has no administrative responsibilities for the Uphall Primary School website or Twitter feed. Any queries relating to these should be directed to the school.

How we use social media

Uphall Primary Community uses the following social media platforms:

List each platform you use and how you will use it.

- Facebook Group – to communicate privately with the Parent Forum
- Facebook Page – to publicise our events and activities e.g. Christmas Fayre which we would want to publicise wider than the reach of the Facebook Group.

Posts

We publish information about our school and communicate with parents/carers, examples of posts include: reminders of meetings and school activities, requests for help, notification of changes to school activities, thanks to helpers / volunteers, fundraising updates, charitable causes, community notices, etc. All posts require to be approved by an administrator of the Facebook Group.

We welcome parents/carers of children and staff within Uphall Primary School to join our Facebook Group, failure to answer the automated questions will result in a request to join the group being denied.

Individual issues or concerns should be directed to the school.

Posts involving marketing or promoting business will be checked before approval.

Names and Photographs

	Posts which contain names of children, photographs of children or school letters containing signatures will not be approved.
Unacceptable behaviour	<p>Uphall Primary Community has a zero tolerance for comments, content and photographs which are deemed to be abusive, bullying or threatening. Any such content will be removed by the administrators and a warning issued to the offender. If there is repeated abuse of the social media platform, the offender will be removed and blocked from the group. Admin's decision is final.</p> <p>We will not publish photographs of children. We will not allow posts that refer to specific, individual matters between the school and members of the community.</p> <p>If problems continue on an ongoing basis, the Uphall Primary Community will discuss the use of social media as a communication tool, and if in agreement, will stop using it.</p>
Guidelines	<p>Members of the Parent Council (Uphall Primary Community) and those using the above social media platforms will use the following guidelines:</p> <ul style="list-style-type: none"> • They will consider the long-term consequences of what they post • They will use the <i>10-minute rule</i> by drafting the post; leaving for a while and then considering whether the post is sensible, rational and respectful • They will ensure that nothing is posted to bring the PC into disrepute <p>Where allowed by the site, we welcome comments on the information we post. However, we reserve the right to delete comments and ban further comments from anyone who breaks the terms of this policy. We also reserve the right to close commenting on individual posts at the discretion of the administrators.</p> <p>We will ban and report anyone who breaks the terms of service of the relevant social media platform. For example, Facebooks Terms of Service do not permit people under the age of 13 to open an account.</p>
Review	This policy will be reviewed annually to reflect the changing nature of social media and to ensure it remains up-to-date and is fit for purpose.