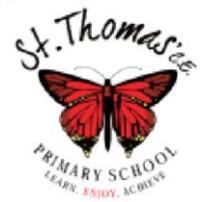




St. Thomas' Church of England Primary School



Social Media Policy

Purpose of the policy

St. Thomas' Church of England Primary School uses Facebook and Twitter to engage with its parental community on an informal and day-to-day basis. A high percentage of parents are already on Facebook and for the school to be on there too with its own Page, not profile, makes the work of the school easier to access, value, engage with and show the added value of the experiences provided.

Unknown followers

If a person not known to the school or otherwise joins the Page and the school is unhappy or uncertain about the risk associated with them they can be blocked from engaging the Page with immediate effect. Blippit Social monitors the Page and support the school proactively as well as on request in dealing with moderation issues which typically are few and far between. Many families are global in nature and there are great benefits to leaving the Page visible to other countries. If this becomes in the school's view a negative thing, then Blippit Social will limit the world view of the Page.

Publication of photographs

School publishes photographs in a controlled way to limit some of Facebook's features such as tagging. The school has the ability to publish photographs, if it chooses, to a more controlled photo gallery via Blippit Social where no comments, sharing or tagging can take place. The school can do this to support safeguarding of children's identities in support of the school policy.

Parental guidance – something we could do at e-safety meeting

Parents will be given guidance and support with regard to online safety for their own benefit as well as their children. To this end the school provides a media area on the Facebook Page that contains e-safety videos and offers support to parents for whom these raise questions.

Monitoring of the Page

The Page is monitored by the school and Blippit Social. All updates and comments are archived and reported on each month in order demonstrate the reach and topics of conversation in the community. The Facebook wall is configured to not allow posting of photographs or videos by parents. It has a profanity filter set to 'high' in place though there is no reason to expect issues from inappropriate content from parents; these are precautionary measures only. The school will add additional words as the

need arises. Language use on the page will be more relaxed in tone from the school but will at all times be professional and uphold the school's reputation and good name.

Appropriate conduct by staff

Staff and governors have been encouraged to only view the Facebook Page and not 'like'. However if this was not the case and a person was to bring the organization into disrepute they will be going against the Social Networking sites policy for staff and it will become a standard HR matter.

Pupils without photographic consent

These pupils will not be included on any school media site.

Terms of Use

Facebook's Terms of Use state a widely known age limit of 14 years old. However, the school accepts that this is virtually impossible to enforce and it should not be the focus of conversations about using Facebook. Instead, the school will focus on helping its children to understand the risks and benefits associated with being digital citizens. The detail of this provision is given in the school's e-safety strategy as well as being woven through many other curriculum subjects.

*** Signed on hard copy

Headteacher

Nominated Governor

