

St Chad's Patchway CE VC Primary School

Social Media Code of Conduct

'Learning to love, loving to learn'.

Introduction

This Code of Conduct is an agreement between the school and any parent who accesses our school social media accounts. It explains the purposes for which the school will use social media and how it will be used. It also outlines the school's expectations of how parents will interact with our social media accounts.

By engaging with any of the social media accounts used by the school, participants agree to adhere to this Code of Conduct.

Purpose

- Social media is a useful way of communicating with parents regarding key information and upcoming events. It does not replace other methods of communication.
- We will use social media to bring our school community closer together.
- We will use social media to share and celebrate the great learning that happens in our school.
- We will use social media as a way of helping prospective parents find out more about our school.

How it works

- The school currently has official Facebook and Twitter accounts.
- Posts, updates or messages on behalf of the school will only be made by staff members.
- We will only use photos of pupils whose parents/guardians have given consent to use photos of their child/ren online.
- To safeguard children, photos of individuals will never be accompanied by their name.
- Parents can like or reply to school posts but may not create posts or share photos or videos.

Expectations

- No abusive messages or defamatory posts will be tolerated. The school reserves the right to remove any messages it deems inappropriate.
- Users should not use names of pupils or parents in comments or tag photos.
- Children should not have their own social media account. They may view the school account under parental supervision so all posting should reflect this and be appropriate for children to view.
- Any questions, concerns or complaints should not be raised through social media. Parents should talk directly with staff and follow our Complaints Procedure Policy.
- Parents should not try to interact directly with members of staff online. All communication will be through the school account, not through staff personal accounts.
- The school account/page should not be used by parents to advertise any businesses or services.
- Posts, which do not follow these rules, will be deleted and users may be blocked or removed. Where necessary, incidents may be reported to the social media platform and/or relevant authorities.