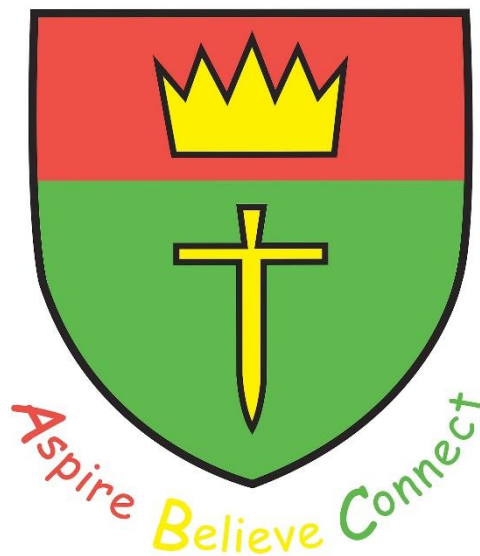




St Oswald's CE VA Primary School



Facebook Guidance Note



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Facebook Guidance Note:

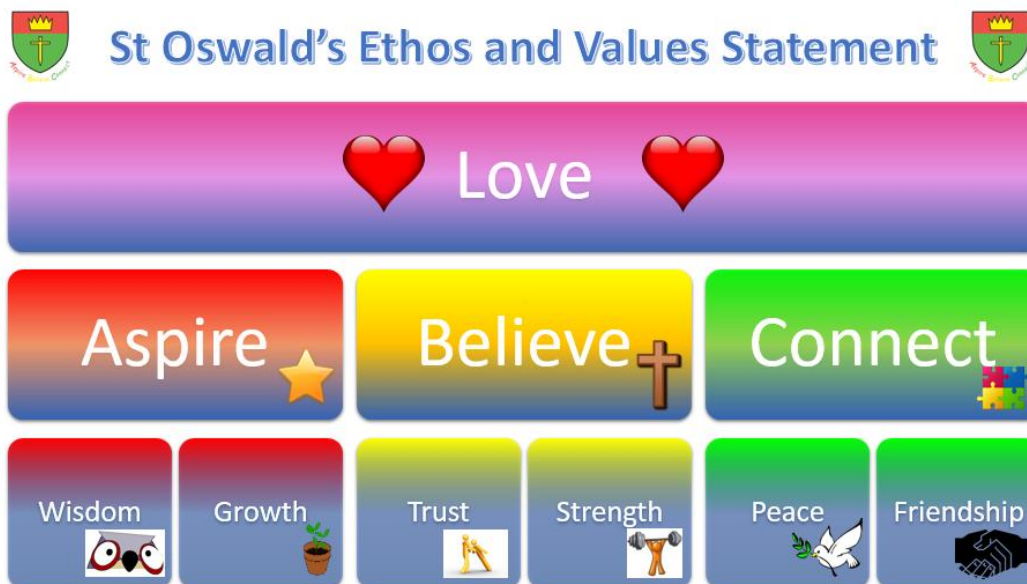
Principles and Implementation

Agreed by governors: Nov 2018

Implementation date: Dec 2018

Review date: Dec 2021

Ethos and Values Statement



Background

Our Ethos and Values Statement is an easy to understand model of religious education in St Oswald's. Children in our school know that love is the most important value of all, in line with the new command that Jesus gave us to love one another, which is why this is placed above all in our statement.

Mission Statement

Sitting below love lies our school's mission statement: *Aspire, Believe, Connect*. As easy as A, B, C, this statement is easy to remember and most importantly represents what we want our children to do in every aspect of their education and lives.

Core Christian Values

The mission statement is underpinned by six core Christian values that each link to one aspect of *Aspire, Believe, Connect*. As children aspire to be the best they can be in every way, they will grow in wisdom. In order to believe in themselves and develop their own beliefs about the world around them, our children are taught about the importance of trust and strength on their journey. We also believe in the values of peace and friendship in helping us to connect with those around us.

St Oswald's CE VA Primary School is committed to safeguarding and promoting the welfare of children and expects all stakeholders to share the same commitment.

Aims

The Aim of this guidance note is to provide a further platform for us to share the school's success with both parents and the local community but also to explain acceptable use of Facebook relating to St Oswald's CE VA Primary School's Social Media accounts. The guidance note will therefore aim to explain the purpose of Facebook in St Oswald's CE VA Primary School and the benefits that will arise from its appropriate use, and also deal with any potential pitfalls from using social media.

The Primary Purpose of St Oswald's CE VA Primary School Facebook Account

St Oswald's CE VA Primary School Facebook account will be used principally to be followed by staff, parents and other professionals in order to celebrate the excellent work by staff, pupils, parents and governors. Similarly, it will also contain information detailing special events in school and reminders for

specific year groups. The aim of this is to run alongside more traditional methods like newsletters and letters; **not to replace it.**

Who controls content for St Oswald's CE VA Primary School?

The uploading of content will be controlled by Helen Smith (Headteacher), Jade Pape (Acting Deputy Headteacher) and Joanne Wright (Office Manager). They alone will be responsible for password protection and uploading of content.

St Oswald's CE VA Primary School has a firm commitment to safeguarding children in all aspects of its work.

Who can follow St Oswald's CE VA Primary School?

All school Social Media accounts will be open to all followers however we reserve the right to block accounts deemed inappropriate or offensive to ourselves and/ or others.

Who will St Oswald's CE VA Primary School Social Media Accounts follow?

In order to protect ourselves from inappropriate content being distributed into our news feeds, St Oswald's Primary School Social Media accounts will not actively seek to follow other users. However, exceptions may be made where following an @ handle and/or other Facebook Account has obvious benefits to the school. Once again, these will be decided on a case-by-case basis at the discretion of the SLT. **St Oswald's CE VA Primary School sees itself more as a distributor of information to those who follow it and not as a receiver of information.**

What is inappropriate content and referencing and how will it be dealt with?

As already stated previously in this guidance note, the Facebook page is predominately developed to celebrate the successes of our children, staff,

governors and parents within St Oswald's however, in order to protect ourselves further from inappropriate content being posted in our news feeds our followers will be able to comment on, or share, any of our posts however if these are detrimental in any way to the school, staff or children these comments will be removed..

We will also not tolerate any referencing, mentions, or interactions on any Social Media sites that post the school in a negative light. St Oswald's CE VA 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 into the schools feeds.
- Images or text that infringe upon copyright or lead to legal implications
- Comments that aim to undermine the school, its staff, parents, governors or others affiliated with the school.

How is consent received for publication of images on Facebook?

Parents/Carers are asked to complete a consent form in line with GDPR regulations regarding the publication of images on social media. If parents/carers do not give consent no images of their child will be posted on Facebook. Photos will only be posted when clear consent is given and records of this are kept in school. In the event of a data breach this will be reported to Bryan Chapman (Data Protection Officer).

Under no circumstances should a child's surname be published on the dedicated St Oswald's Primary School social media sites. And at no time should a member of staff or volunteer engage in conversations on these sites with a parent and/or child or any other person related to the school.

All staff, volunteers, governors, parents and pupils at St Oswald's CE VA Primary School has a responsibility to ensure that they protect the reputation of the school, and to treat colleagues and members of the school with professionalism and respect.

Any persons known to be posting inappropriate content about St Oswald's CE VA Primary School on any Facebook page will be deleted and its users will be removed, blocked, and, depending on the nature of the comment, reported to Facebook and potentially the police or another appropriate authority (in line with the school's parental code of conduct).

All employees must adhere to, and apply the principles of the policy in all aspects of their work. Failure to do so may lead to action being taken under the disciplinary procedure.