

AHS Social Media Statement Updated August 2021

1. What Social Media is in use at AHS?

- 1.1. AHS has used Twitter since 2014 and created Instagram and Facebook pages in 2021. Parents/carers may also set up independent channels to help them stay on top of what's happening in their child's class. For example, class/year Facebook groups, email groups, or chats (through apps such as WhatsApp). They are asked to be respectful of the school when using such accounts.
- 1.2. Official channels such as our Complaints Procedure should be used to raise any concerns about the school, rather than these being aired on social media. Parents should also not make derogatory remarks about school employees, students or other parents on social media (see Section 5 below).

2. Why does AHS use social media?

- To share and showcase positive news from AHS
- To share important announcements
- To share important educational news

3. AHS Twitter Accounts

- 3.1. As well as the main Twitter account, which is managed by the Senior Leadership Team (SLT), several individual departments also have accounts.
- 3.2. Subject departments and school clubs can set up their own Twitter accounts, but these must be notified to the School's SLT. Such accounts will be followed by the School's main Twitter account and must follow the guidelines in this statement. Accounts for student-led clubs should have the settings made to restrict access to the club's membership plus staff.

4. Etiquette

Any Tweets from the official school account will be grammatically correct. Some tweets may contain hashtags and other appropriate Twitter accounts may be tagged using @.

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

- 5.1. AHS welcomes referencing, interaction or mentions.
- 5.2. AHS deems any of the following as inappropriate:
 - Offensive language or remarks aimed at the school, its staff, students, 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 AHS school feed;
 - Inappropriate language used in Twitter handles or names
 - Images or text that infringe upon copyright;
 - Comments that aim to undermine the school, its staff, students, parents, governors or others affiliated with the school.

- Comments which may pose a safeguarding risk (eg by inciting risky behaviour) or which students may find distressing.
- 5.3** If an inappropriate comment has been made on an AHS post, that post will be deleted. If a parent or student has posted an inappropriate comment, they will be asked to remove it. If it is not removed, any inappropriate content will be reported to the platform and its users will be blocked. If the comment is made by a person other than a member of staff, parent or student, it will be reported to the platform and the user blocked without replying to the comment or asking the user to delete it. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

6. Who can follow AHS accounts?

- 6.1.** Anyone can follow the school's social media accounts, but followers who post inappropriate content will be blocked (see Section 5 above).
- 6.2.** Parents will be encouraged to follow the official school accounts to receive the information the school is posting.
- 6.3.** If staff have individual, personal accounts, they can follow the school accounts, but are advised that students may then be able to identify their personal accounts. They are encouraged to name their accounts carefully so that they are not easily identifiable.
- 6.4.** IN NO CIRCUMSTANCES SHOULD PUPILS BE ALLOWED TO FOLLOW STAFF. Should pupils request to follow a staff account the staff member is to block the pupil and inform a member of the SLT at their earliest convenience.

7. Safeguarding

- 7.1.** In order to safeguard AHS students, no full names of students will be used alongside images of students. Students who have refused photographic consent will not be included.
- 7.2.** Students are taught how to use social media responsibly throughout their time at AHS through L4L lessons in every year group and through mediums such as tutor time and assembly.
- 7.3.** Students are clearly told to report any concerns on social media to a member of staff.