

Social Media for Parents Policy



Introduction and aims

This policy has been written to provide guidance to parents regarding the use of social media. It gives information on how d'Auvergne School is using social media to communicate with parents as well as guidelines and E-Safety advice associated with the use of Social Media.

What is Social Media?

Social Media is a tool by which we can interact with others online. Examples include Facebook, Twitter, messaging, blogs and online discussion forums. Social Media gives us opportunities to understand, interact and communicate with audiences online. It is important that we are able to use such tools appropriately and safely.

Communication

At d'Auvergne, we use a range of different methods to communicate with parents. These include daily opportunities for face-to-face contact, our school website (which is constantly being updated), parent consultation sessions, informal parent / teacher meetings, telephone calls, emailing through 'ParentMail' and a text messaging service. In addition to this, we use Social Media to share updates and information with parents and the wider community; we do this on our school Facebook page and do so on our School Website.

What Kind of Information Do We Put on Social Media?

We use Social Media sites to publish information that is of general interest. We do not believe it to be an appropriate place to discuss personal matters that are specific to individual members of our community, whether that is parents, children or members of staff. We aim to update with relevant information to give parents an insight into school life.

Information on our Social Media sites does not replace information sent out in school newsletters; it supports such information and enables the school to post more general updates on a regular basis, for example, topic work taking place in a class or updates during a residential visit.

It is important for everyone's safety that we are clear about how we use Social Media and that we are aware of what is acceptable behaviour from the people who choose to follow us on Social Media.

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1. We cannot tolerate any form of bullying on our Social Media accounts or any comments or posts which are rude or abusive towards any member of our school community – parent, child or staff members.
 2. We cannot allow comments that refer to specific matters between the school and individual members of the community. We also request that comments on our Social Media sites do not include names of pupils (eg: “Well done, John”).
 3. We have the right to delete inappropriate comments and ban further comments from anyone who breaks the terms of service for the relevant social media site e.g. Facebook’s terms of service do not allow anyone under the age of 13 to open an account.
 4. We will not publish photographs of children without consent from parents.

Guidance for Parents Using Their Own Personal Social Media Sites

We do not want to prevent parents taking photographs in school during school events (for example, Sports Day or Nativity Performances). However, we ask that if you take photographs at these times, that the photographs that you may choose to publish on any social media sites do not include other children.

‘Think before you Post’ – remember that even if you have tight privacy settings in place, everything that you choose to put on Facebook or Twitter is in public view. Think about this rule – if you don’t want people to see it or if you wouldn’t have the conversation face-to-face, don’t post it.

If you have any comments or concerns about anything school-related, please do come and speak to us. We have an ‘Open Door’ policy and would much prefer parents come and chat to us directly.
