The senior leadership will be the administrators of the sites and be responsible for setting up and updating the pages. Other key members of staff will also be able to update them, with agreed information.

The pages will be set up as a business so that the individual updating it cannot be identified.

The pages will be monitored daily initially and updated weekly by the administrator. Under no circumstances will pictures or videos of children be used on the pages, unless permission has been sought from the parents (we will use the information you have already provided about giving consent to our school website) this includes parents posting pictures.

What's next?

An assembly will be delivered to the pupils discussing social networking safety and the Swillington Primary School Facebook page, we will be highlighting that this is a site for parents and carers to contribute to.

Links to our Facebook page will appear on the school newsletter, and will appear on the school website.

We hope that you will find this a useful communication tool and we welcome any feedback or suggestions.

Find us at the following…

www.facebook.com/ swillingtonprimaryschool

Thank you.

Senior Leadership Team

Swillington Primary School

Swillington
Primary
School

SOCIAL MEDIA POLICY FOR PARENTS AND CARERS 2015-2016

WE WILL BE LIVE SEPTEMBER 18TH

'**Social media**' is the term commonly given to websites and online tools which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests. As the name implies, social media involves the building of communities or networks, encouraging participation and engagement.

We publish information about our school and communicate with parents / carers in many ways:
parents' evenings
informal meetings
newsletters
email and text messages
our own website
social media

We welcome anyone who is interested in the life of our school to follow us and connect with us on the various social media sites that we may use. At the moment this includes Facebook. These sites allow us to communicate much more about day-to-day life in school; the kind of detail that wouldn't normally be enough for a newsletter or a meeting.

Use of sites

It's important for everybody's safety that we are clear about how we use these sites and what is acceptable behaviour from the people who choose to follow us.

We use our social media sites to publish information that is of general interest. We do not believe it is an appropriate place to discuss personal matters that are specific to individual members of our community, whether that be children, parents, staff or governors.

Respect

We will not tolerate any form of bullying on our social media accounts.
We will not allow posts or comments that refer to specific, individual matters between the school and members of its community.
We will not tolerate any comments or posts that are defamatory, rude or abusive towards any member of our school community, whether that be children, parents, staff or governors.

Our rules

Where allowed by the site, we welcome comments on the information we post. However, we reserve the right to delete comments and ban further comments from anyone who breaks the terms of our policy.

We will ban and report anyone who breaks the terms of service of the relevant social media platform. For example, Facebook's Terms of Service do not permit people under the age of 13 to open an account.

Never give out personal details like home address and phone numbers.