



FACEBOOK POLICY FOR SHAKESPEARE PRIMARY SCHOOLS



Policy formulated by Phillipa Fellows and adopted by School Governors:

Sept 2018

To be reviewed: every 2 years

Amended and reviewed by Richard Howarth: 5/2/23

To go to: Finance and General Purposes Committee

Approved by Governors: 8/2/23

Rationale

Maintaining an online presence is vital for schools, not only in terms of keeping the school community up to date with what is happening in school, but also in terms of attracting potential pupils. Having a school website is an essential part of this, but web users must specifically visit the school website regularly to receive information. By having a Facebook page, the school is feeding school information, news and notices directly into the personal news feed of parents and the wider community.

Definition

The school's Facebook page is an open platform for school to share information and communicate with the school community. The Facebook page is not a replacement to current communication methods but an addition to promote positive engagement. The Facebook page, in the same manner as the school website, is public and anyone can 'like' or 'follow' to see posts.

Aims - what we intend to achieve

The purpose of having a Facebook page is:

- To continue to advance our school communication system with information shared via Facebook, along with the existing methods of newsletters, text messages, email, and the school website.
- To publicise school events, and increase awareness about school fundraising.
- To announce any updated information that appears on our website via Facebook.
- To highlight positive school achievements in a forum where they can be shared by the school community.
- To make school announcements (e.g. school closure due to snow).
- To use Facebook as a means of marketing the school to a wider audience.
- To have a Facebook Feed embedded on the homepage of the school website.
- To engage with the community and act as a key component of our school's online presence.
- To facilitate communication and networking opportunities between parents especially new or prospective parents.
- To maintain contact with past parents and past pupils.

Terms of Use

- Users cannot advertise products or services on our school Facebook page.
- Users should not post anything on the page that could be deemed as offensive – inappropriate, derogatory or harmful comments/content will be removed immediately.
- Users should not engage in giving negative feedback on Facebook, it is more appropriate to deal with the school directly on such matters.
- Users will not mention individual staff in a negative light on school Facebook page.
- Users should not ask to become "friends" with staff, as failure to respond may cause offence.
- Photographs/video will only be posted in accordance with the school photograph/media policy.
- Users cannot tag or post photographs of children on the page.
- Users should not add comments that can identify children
- Facebook lists a minimum age requirement of 13 and all parents are reminded that children under the age of 13 should not be on Facebook.

Conclusion

The School Facebook page is essentially our School's timeline which will be monitored and controlled by school staff. Anyone who fails to follow the terms of use will be immediately banned from using the page.