



Woodside C of E Primary School

Social Media Policy

Social media platform/platforms: Facebook

Name of page: Woodside C of E Primary School

Page type: Business – public

What is Facebook?

Facebook is a social media site that is mainly used as a method of communication. People connect through posts where you can share photographs, text and video. People set up profiles and then connect by following sites or adding other profiles as friends. Connected individuals or groups are then able to see each other's profile information and posts. Followers are able to respond to posts through comments and reaction buttons as long as this features is enabled by the profile who made the post they are responding to.

Rationale

Maintaining an online presence brings many benefits to the school and its community. This form of communication via social media helps to keep the school community informed and up to date with school events such as trips, visits, workshops and important reminders. In addition to this, it supports the school with attracting potential pupils for enrolment. This information can also be found via our school newsletter 'The Warbler' which can be accessed by

email link or our school website. Our Facebook page is another form of communication for this information. By having a Facebook page, the school is feeding information, news and notices directly into the personal news feeds of the school community. There will only be one Facebook page for our school. The name of this can be located at the top of the policy.

Aims

The aims of our school Facebook page are as follows:

- To share class news and activities taking part across the school.
- To share dates and times of parent workshops taking place across the school.
- To publicise extra-curricular activities such as theme days; school trips; residential; and visitors.
- To share information with parents in connection with the Woodside Warbler (school newsletter).
- To highlight and share school achievements such as headteachers awards; star pupil; and sporting events.
- To engage with the local community.

Content and Controls

The uploading of content will be undertaken by Miss Twigger, this is due to Miss Twigger being the authorised admin. Only authorised admins will be able to access the account. The log in for access to the account will not be shared and any security breaches will be reported immediately to our designated safeguarding leads (Mrs Johnson, Mrs Brunlett, Miss Smallwood, Miss Day and Mrs King).

Any staff member posting content will complete annual safeguarding and online safety training. The content uploaded will be shared with Miss Twigger by office management, Mrs Johnson, members of SLT (Mrs Brunlett, Mr Langley, Mrs Clifford and Miss Smallwood), teaching staff, our OPAL team and our teaching assistants. Teaching staff will be responsible for ensuring that

content being shared with Miss Twigger follows General Data Protection Regulations (GDPR) and that all children in photos have consent which is gained via Arbor. If there are children in the photos that do not have consent to be on our school Facebook page, it is teachers' responsibility to ensure that faces are covered to protect the identify of said children. All staff must be familiar with the school's social media policy and take this into account when sharing content to be uploaded.

Terms of Use

- Woodside C of E Primary School's Facebook page must comply with the expectations of the General Data Protection Regulations (GDPR). This means that no personal information that could compromise the safety of any member of our school community will be shared. This includes any member of the school community, pupils, staff and parents.
- Any posts made will meet guidance from Warwickshire which states that 'face- on photographs are now to be avoided' and 'never pair names with images'. This means that any images containing children will now either be taken from the back or side. Any images uploaded will not contain children's names in line with this guidance.
- No photographs of children will be uploaded to the Facebook page unless consent has been given by parents/carers/guardians via Arbor.
- Users will not post anything that may be deemed offensive.
- Users will not share any confidential information or any information that may be deemed confidential.
- There will be no tagging of photographs.
- All comments made are to be respectful. If this is not the case, comments will be deleted and if this continues, you will be blocked from accessing the page.
- Any comments raising concerns about radicalisation or extremist views will be reported immediately to the designated safeguarding leads.
- Any threatening online behaviour received through the school Facebook page will be reporting directly the designated safeguarding lead (Mrs

Johnson, Mrs Brunlett, Miss Smallwood, Miss Day and Mrs King) or the police if necessary.

- This is an additional form of communication to share the fantastic work which takes place at Woodside. It is not a thread for conversations.
- All communication will still come from the office. Anything posted on Facebook will be in line with information provided by the office. All questions and queries are still to go direct to the office.
- Messages sent via Messenger on the school Facebook page have been disabled. Any communication regarding the page must be made via the office.

Posting Etiquette

Posts made on the Woodside C of E Primary school's Facebook page will always take into account safeguarding, code of conduct and the school values as these are a priority across school and when posting. Safeguarding is a priority across school and it is of vital importance that online content upholds the statutory duties outlined in Keeping Children Safe in Education (KCSIE). All posts will be of a positive nature and celebrate the amazing work that takes place at Woodside C of E Primary School.

Photograph Consent

Each year, a message will be sent to parents/carers/guardians to provide an updated permission list for the academic year. This permission is solely for the use of their child/children's photographs to be posted on the school Facebook page. Once the permission list has been updated each academic year, this will be shared with teaching staff.

Parents can provide consent for their child/children's photos to be posted on our Facebook page via Arbor. We have a special permission list especially for our school Facebook page. All consents are shared with teaching staff and can be accessed via their Arbor account. All staff must refer to this list before sending any photographs to Miss Twigger to be uploaded to page.

Once this is completed, it displays as follows for staff:

1. Red = declined – I do not give permission for my child's photographs to be posted on the school Facebook page.
2. Yellow = pending – I have not yet given permission for my child's photographs to be posted on the school Facebook page.
3. Green = consent – I do give permission for my child's photographs to be posted on the school Facebook page.

No child/children who are marked as pending on Arbor will have their photograph uploaded to the school Facebook page as this means consent has not been given.

Photographs will remain on the page once posted. Photographs/posts will be removed upon request from parents/carers/guardians.

Commenting

Comments are enabled on our Facebook page. All comments made are to be respectful. If this is not the case, comments will be deleted and if this continues, you will be blocked from accessing the page. The Facebook page is not a platform for complaints. The page is not to be used as a thread for conversations. Comments made on posts must be linked to the content of the post.

Reposting

The school will follow other educational pages it deems fit. This may include authors/visitors pages, pages linked to schemes used in school (such as White Rose Maths Hub and My Happy Mind), other schools Facebook pages who are part of the Birmingham Diocesan Multi-Academy Trust (BDMAT). The school may be tagged in posts from time to time. The school will decide whether or not to share this information to their own Facebook page.

Underage Facebook Users

The legal age of consent to set up a Facebook account is thirteen years old. Followers are checked by staff regularly and any accounts under children's names will be removed and blocked from accessing the page. We encourage children to view the school Facebook page and it is celebrating their hard-work and achievements but this must be done so under adult supervision.

Messenger

Messages sent via Messenger on the school Facebook page have been disabled. Any communication regarding the page must be made via the office.

Supporting Policies

This policy should be read alongside Keeping Children Safe in Education (KCSIE), BDMAT GDPR Policy, BDMAT IT Policy, BDMAT Safeguarding Policy and BDMAT Staff Code of Conduct.

The Social Media Lead, alongside the Headteacher, school staff and the governing body are responsible for monitoring the implementation of this policy.

Date: 06.09.26

Review Date: 01/09/27

Social Media Lead Signature: J.Twigger

Headteacher Signature:

Chair of Governors Signature: