



STANBRIDGE LOWER SCHOOL

Social Networking Policy

School's Facebook Page

June 2020

1. INTRODUCTION/RATIONALE

- 1.1. The Governors of Stanbridge Lower School have set up a Facebook page to promote the school in the wider community.
- 1.2. The Facebook page will be used to promote and show case our school, whilst also being used to advertise school places amongst the local community.
- 1.3. The day to day administration of the Facebook page will be delegated to the Head Teacher.
- 1.4. No other Facebook pages will be set up in the school's name without the authorization of the Head Teacher.
- 1.5. In accordance with our GDPR Policy and Pupil and Staff Privacy Notice no images of children will be posted on Facebook without the express permission of the individual or parent.

2. Commenting on Posts

- 2.1 Stanbridge recognizes that most people will comment on posts in a positive and responsible manner. However such sites can be inappropriately used as a means of expressing negative or offensive views about the school and their staff. We expect all parents and followers of our school Facebook page to like and comment on posts positively and deal with any complaints following our Complaints Policy available to view on our website at www.stanbridge.beds.sch.uk.
- 2.2 Anyone not following this will be banned from the site by the Head Teacher who is administrator for the account. Any inappropriate comments will be deleted from the site.
- 2.3 We expect all parents of our school to protect our school, staff and children and monitor the site as they use it recognising that as responsible users they will report any inappropriate comments directly to the Head Teacher.
- 2.4 As a guide, individuals should consider the following prior to posting any information on the school's Facebook page about school, its staff, its pupils or anyone else associated with the school:
 - Is the page the appropriate channel to raise concerns, give this feedback or express these views?
 - Would private and confidential discussions with our school be more appropriate? E.g If there are serious allegations being made/concerns being raised
 - Facebook should not be used to name individuals and make abusive comments
 - Are such comments likely to cause emotional or reputational harm to individuals which would not be justified, particularly if school has not yet had a chance to investigate a complaint?
 - The reputational impact that the posting of such material may have to school; any detrimental harm that our school may suffer as a result of the posting and the impact that such as a posting may have on pupils' learning.

3. PROCEDURES THE SCHOOL WILL FOLLOW IF INAPPROPRIATE USE OF OUR FACEBOOK PAGE CONTINUES

3.1 In the event that any pupil or parent/carer of Stanbridge Lower School is found to be posting libelous or defamatory comments on our Facebook Page, any other Facebook page or social media site we will expect that person to remove the comment and the Head Teacher will ban the person from our Facebook page. If the comment is on another Facebook page or social media site, we will expect that person to remove the comment.

3.2 All social media sites have clear rules about the content which can be posted on the site and they provide robust mechanisms to report content or activity which breaches this.

3.3 The Head Teacher will invite the person responsible for posting libelous or defamatory comments on Facebook to attend a meeting where possible repercussions of such actions can be discussed.

3.4 Our school will take legal advice and or legal action where the information posted is defamatory in anyway or if the circumstances warrant this. If the post is not removed and the person refuses to comply with these procedures and continues to use social networking sites in a manner the schools considers inappropriate, we will consider taking the following action:

- Follow 3.1 of this policy
- Contact the host of the page eg Facebook for content to be removed.
- Take legal advice and/or legal action
- Set out our concerns to you in writing, giving you a warning and requesting that the material in question is removed
- Contact the Police where we feel it is appropriate - for example, if it considers a crime (such as harassment); or in cases where the posting has a racial element or is considered to be grossly obscene or is threatening violence

4. ADDITIONAL COMMENTS FOR USE OF OUR SCHOOL FACEBOOK PAGE

4.1 In addition the following

- The use of the school's name, logo, or any other published material **CANNOT BE REPRODUCED OR COPIED** without written prior permission from the Head Teacher. This applies to any published material.
- The Facebook page cannot be used for the posting of any communication or images which links the school to any form of illegal conduct or which may damage its reputation. This includes defamatory comments.
- The Facebook page cannot be used for the disclosure of confidential or business-sensitive information; or the disclosure of information or images that could compromise the security of the school.
- The Facebook page cannot be used for the posting of any images of employees, children or anyone directly connected with the school whilst engaged in school activities except if permission has been given to publish their image. At any time, in accordance with GDPR the owner of the image can request for their image to be removed.
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4.2 In addition to the above every staff member at Stanbridge Lower School must ensure they:

- Do not make any derogatory, defamatory, rude, threatening or inappropriate comments about the school, or anyone at or connected with the school on our Facebook page or any other social internet site.
- Follow the E-Safety Policy and Staff Code of Conduct when communicating on our own or any other social networking site.
- Do not share any personal information, and report any inappropriate use of the site directly to the Head Teacher.

5. REVIEW PROCEDURES

The school's policy will be reviewed when:

- 2 years have elapsed.
- There has been a significant change in staff, pupils or the law.
- The school wishes to review the policy.

**Rosemary Godwin
Head Teacher
June 2020**

This policy was ratified by the full governing body.

Date of Meeting:

Signed Chair of Governors.