



Social Media Policy

November 2020

Rationale

If Falcon Junior School isn't looking after its Social Media – Someone else is!

In this technology rich world our pupils, parents and the wider community live in, Social Media is becoming more and more part of daily life. When agencies, like Ofsted, release new guidance on Twitter days before it appears elsewhere, it's important that staff at Falcon Junior School embrace social media, not only to keep up to date with important changes that can impact learning in their classroom, but also to connect with teachers across the globe who are sharing resources, ideas and discussing important aspects of education. This policy will explain acceptable use of Twitter and Facebook relating to Falcon Junior School's twitter account: @FalconJuniorSch and the Facebook page 'Falcon Junior School'. The policy will explain the purpose of Twitter and Facebook in Falcon Junior School and the benefits that will arise from its proper use.

What is Twitter?

Twitter is a social media tool. Twitter is used to communicate thoughts and ideas within 140 characters and usually references people, places and activities that tend to invite replies. Twitter accounts can follow other Twitter accounts or be followed by other Twitter accounts and all tweets are public. Users are able to Direct Message (DM) other users should they wish something not to be made for public viewing.

Why will Falcon Junior School and staff be using Twitter?

The reason Falcon Junior School and staff will be using Twitter is twofold.

1. To share and showcase the wonderful things happening at Falcon Junior.
2. For staff to engage in educational discussions that can enrich their own practice.

Twitter will not be used to engage with individual parents directly, however, as important announcements and notices could be sent as part of general communication to parents. Staff accounts will belong to the staff and they will be solely responsible for their tweets. Tens of thousands of teachers in the UK are on Twitter, and this is what we at Falcon Junior School are keen for our teachers to join.

What is Facebook?

Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.

Why will Falcon Junior School and staff be using Facebook?

To share and showcase the wonderful things happening at Falcon Junior School.

The Falcon Junior School account

Only the SMT and named individuals will have access to the official school Twitter and Facebook accounts. As the school moves forward with Twitter, other staff members may be invited to tweet from the official school account. Should this happen, this policy will be updated.

Twitter and Facebook etiquette

Any Tweets or posts from the official school account will be grammatically correct and will not contain text language like lol, gr8 or l8r. It will not include emoji.

Some tweets may contain hashtags. Hashtags are things you can add to the end of your tweets like #edchat #PrimaryRocks that enable tweets to be added to a collection of other related tweets that are generally viewed by more people. If tweets are being sent to spread the news of a new blog post, they could look something like this:



DeputyMitchell @DeputyMitchell 11d

INSPIRE 30 Y3 pupils right now by visiting year315.langleymooreblogs.net/2016/03/09/aud... and tell them who/where you are. We will see you on our globe! #edchat

[Details](#)

In this tweet you can see a request to view a new blog post and the hashtag #edchat

Safeguarding pupils

In order to safeguard the pupils at Falcon Junior School, no names of pupils will be used alongside any pictures of pupils. Falcon Junior School seeks parental consent for all pupils. Tweets and Facebook posts sent by Falcon Junior School will adhere to this list. If tweets and posts are sent inviting people to view a blog post by an individual pupil, only their first name will be used.

Who can follow Falcon Junior School?

Anyone can follow the school's Twitter account and Facebook page. Weekly checks will take place by a member of the SMT to check recent followers. Any user following the school account that is deemed unsuitable or not adding any value to the school will be blocked. A member of the SMT will make this decision on a case-by-case basis. Parents will be encouraged to follow the official school accounts to receive the information the school is posting to Twitter and Facebook.

IN NO CIRCUMSTANCES SHOULD PUPILS BE ALLOWED TO FOLLOW STAFF. Should this happen, the staff are to block the pupil and inform a member of the SMT at their earliest convenience.

What is inappropriate content and referencing and how will it be dealt with?

Falcon Junior School welcomes referencing, interaction or mentions.
Falcon Junior School deems any of the following as inappropriate:

- Offensive language or remarks aimed at the school, its staff, parents, governors or others affiliated with the school
- Unsuitable images or content posted into its feed
- Unsuitable images or content finding its way from another's account into the Falcon Junior School feed
- Images or text that infringe upon copyright
- Comments that aim to undermine the school, its staff, parents, governors or others affiliated with the school.

The following statement will be pinned to the top of the Facebook page:

Respect our Facebook page. This page is for information sharing only.

Any comments regarding the school deemed offensive or derogatory will be removed by the admin. Offensive language will not be tolerated nor any discussion about pupils or staff. You must not post photos of children within the comments, this potentially could be a safeguarding issue and therefore will be removed.

Any people not abiding by the school's Social Media Policy and page rules may be blocked.

Age restrictions

Twitter and Facebook operate a user age of 13+.

Any inappropriate content may be reported to Twitter and Facebook and user accounts blocked.

Furthermore, incidents of a more serious nature may be reported to the appropriate authority. Inappropriate comments and posts will be deleted by the admin.