

# **SOCIAL MEDIA COMMUNICATION WITH STAKEHOLDERS POLICY**

**(Facebook and Twitter)**

**for**

**Wentworth Primary School**



*APPROVED BY GOVERNORS: January 2023*

*POLICY TO BE REVIEWED: January 2026*

The purpose of this policy is to explain acceptable use of Twitter and Facebook relating to the official Wentworth Primary School accounts. The policy aims to explain the purpose of Social Media at Wentworth Primary School and the benefits that will arise from its proper use, and deal with any potential pitfalls. The intention is that the school trials use of the accounts under this policy for a 6 month period before reviewing to assess the success of it and any issues seen.

### **What is Facebook?**

Facebook is one of the dominant social networking sites in the world. Facebook lets you share photos, videos, links, status updates, and much more.

Facebook gives people control over what they share, who they share it with, the content they see and experience, and who can contact them.

### **What is Twitter?**

Twitter is used primarily as a method of communication made up of 280 characters called a 'tweet'. Tweets can be information being "broadcast", or can relate to people, places and/or activities and enable responses. Twitter users are able to *follow* or be *followed*. When you follow another Twitter account, their activity and comments appear in your news feed. The benefit of having followers is that the information you broadcast is instantly distributed into their news feed, users can then re-tweet that to their followers and so on. Twitter users can also send a private message to each other when they don't want conversations to appear beyond one user. At this stage, Wentworth will not enter into private or public discussions with other Twitter users.

### **Aims of Social Media at Wentworth**

- Primarily to act as a one way "broadcast" account to communicate information quickly and at zero cost to children, parents, staff, governors and the local community.
- To allow parents to quickly get information regarding critical school announcements e.g. closure due to adverse weather.
- Promotion of the school – highlighting the outstanding things that are happening at Wentworth to reinforce the school's excellent reputation in the community.
- To quickly share and celebrate achievements, successes and school updates to motivate teachers and pupils.
- To demonstrate safe, positive and responsible use of social media and encourage the use of 21st Century technology.
- The service is intended to run alongside more traditional communication methods such as face to face contact at school, home letters and the existing school website and not to replace them. The website Newsflash will feed directly to Twitter and Facebook.
- Engagement with educational figures who are very active on Twitter. Getting them to "follow" Wentworth on Twitter will provide good networking opportunities.

### **Usage Policy**

The school Social Media accounts will always be used in accordance with the following guidelines:-

- The school Social Media accounts will use Twitter and Facebook to share positive messages about the school.

- The Social Media profile pages will make it clear what the aims of the account are and that it is a one way broadcast only account to ensure “followers” understand that tweets and posts directed to the school account will not be replied to.
- The School Social Media accounts will be open for anyone to follow. This means we will have a large cross section of the local and education community following the school e.g. Local Papers, ECC, other schools in the area, local councillors.
- The school Social Media accounts will normally only tweet between the hours of 8am and 6pm between Monday and Friday. The only time tweets and posts outside of this time are for school events (e.g. football matches, residential trips, performances) or to share urgent school news (e.g. closures).
- Limited people agreed by the Headteacher and Governors will have admin rights and will be able to tweet or post.
- The school Social Media accounts will not reply to any ‘replies’. This is not the platform to discuss or debate school related issues.
- The school Social Media accounts will only use first names when referencing children, and will not use names at all if a photo is included. Parent, guardian or carer’s permission will be sought if a child is clearly identifiable in the photo.
- The account may be used to share news and information during a school trip. For this the account will be run by a senior teacher on a mobile phone for the period of the trip. Photos taken on the phone for the purpose of sharing on Social Media accounts will be deleted from the phone once they have been shared.
- The school will change the Social Media accounts’ password on a termly basis and the account will be linked to a generic email account.
- Individually targeted content will not be posted e.g. “Well done Josh a better lesson today”. Tweets or posts to a year group or class along the lines of “don’t forget the...” are acceptable.
- By endorsing Social Media we may be encouraging children to use it so we will reinforce e-safety rules such as per policy.
- Any inappropriate content will be deleted and its users will be removed, blocked, and, depending on the nature of the comment, reported to Twitter and Facebook. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.
- The content below is deemed 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 Wentworth feed.
  - Images or text that infringe upon copyright.
  - Comments that aim to undermine the school, its staff, pupils, parents, governors or others affiliated with the school.

Twitter’s own safety guidelines can be read on:

<https://support.twitter.com/groups/57-safety-security#>

Facebook’s own safety guidelines can be read on:

<https://www.facebook.com/safety>