



Social Media Policy

“Everyone who works with children should do what is in the best interests of the child.”

Article 3 United Nations Rights of the Child

This policy has been written to help guide staff and parents with the use of social media. It gives information on how Trinity are using social media to communicate with parents and what are “good practice” guidelines and E-Safety advice linked to the use of Social Media.

What is Social Media?

Social Media is where you can interact with others online, such as Facebook, Twitter, messaging, VLE blogs and forums, online discussion forums. These bring opportunities to understand, interact and communicate with audiences in new and exciting ways. It is important that people are able to use these appropriately and safely.

Communication

Trinity School use a variety of different ways communicating with parents. These include emails via SIMS, school website, parent consultations, informal parent/teacher meetings, phone calls. In addition to this, we use Facebook to share updates and information with parents and the wider community. You can like us on Facebook by following the links from our website.

The purpose of using social media as a way of communicating with parents is to provide quick and relevant information about school life.

Please note that staff are advised not to become “friends” with parents on sites like Facebook, as this can blur the professional boundaries.

What kind of information do we put on Social Media?

We use Social Media sites to publish information that is of general interest. We do not believe it is an appropriate place to discuss personal matters that are specific to individual members of our community, whether that is children, parents or staff. We will aim to update with relevant information, without overloading parents, but giving them an insight to what we are doing in school.

Social media information does not replace information sent out in emails or information given via letters. It supports these methods of communication and allows the school to post on a regular basis with more general updates e.g. updating a school football score, what happened during a class trip, updates during the Y6 residential trip.

Guidance for parents using their own personal Social Media sites

- ✓ We do not want to prevent parents taking photographs in school. However, we do ask that if you take photographs of school events or during school time, that the photographs you publish on any social media pages do not include other people's children.
- ✓ Do not post pictures that you have downloaded from either Tapestry or Google Classroom.
- ✓ Check your Facebook privacy settings. You can find a useful link on our website online safety page.
- ✓ Think before you post. Remember that even if you have tight privacy settings, everything that you put on Social Media is in public view. Think about this rule – if you don't want people to see it and if you wouldn't have the conversation face to face – don't post it!

If you have a comment, question or concern about anything linked to school, we encourage all parents to come and speak to us directly, with the class teacher being your first port of call. We would much prefer our parents to come and chat to us rather than making comments on Social Media as this often doesn't help resolve the situation, and it can make it worse or cause others to feel anxious too.

Other rules for our Social Media sites

It is important for everyone's safety that we are clear about how we use Social Media and what is acceptable behaviour from the people who choose to follow us.

1. We will not tolerate any form of bullying on our social media accounts or any comments or posts which are rude or abusive towards any member of our school community, parent, child or staff.
2. We will not allow comments that refer to specific matters between the school and individual members of the community.
3. We have the right to delete inappropriate comments and ban further comments from anyone who breaks the terms of service for the relevant social media site e.g. Facebook's term of service do not allow anyone under the age of 13 to open an account.
4. We will not publish photographs of children without consent from parents.
5. We will not name children when posting on social media sites.
6. By "Liking" us on Facebook, you are agreeing to our rules about safe use of Social Media.
7. We are aware that classes have "Whats App" groups that are set up by various individuals within the classes. We regularly share that we are not responsible for these groups, However, if a parent shares with us another parent discussing staff or children in an inappropriate way we will take suitable action.

K. Cutting Jan 2019 K. McMahon Feb 2021 /March 2022/ January 23