



Social Media guidelines

Adopted by Governing Body: 12.05.2020

Reviewed by Governing Body: 11.05.21

Cycle of Review: 1 year

Statutory Policy: No

Pitcheroak school understands the importance of responsible use of social media, as well as demonstrating this to its pupils. Social media platforms such as Facebook, Twitter and YouTube provide a new platform for the school to celebrate its achievements within the community.

All social media accounts are managed by the ICT Network Manager in liaison with the Senior Leadership Team. Other members of staff are not permitted to log into the social media accounts and post content without consent from the Headteacher.

Staff may request achievements, news and important updates to be added to school's social media accounts through the IT helpdesk. (An example of this would be *'Today, pupils from across the school are making and painting tiles for our RHS garden show competition.'*)

General regulation and restrictions for school social media accounts

- The school social media accounts will operate on school owned devices (such as iPads/ Computers) by the Senior Leadership Team and ICT Network Manager.
- The school social media account will be a public account. Assigned members of staff will monitor followers and block any who appear not to be school focused.
- Social media accounts will only follow educationally linked accounts. Personal accounts will not be followed unless they are educationally linked.
- The school social media accounts will not reply to direct or private messages. In this instance, the following response will be used ~~"We are unable to communicate through this social media platform. Please visit the school website on www.pitcheroak.worcs.sch.uk for contact information."~~ "Good Morning/Afternoon *account name*. Unfortunately, we are not able to directly respond to posts or private messages on our social media platform. Please contact us by emailing office@pitcheroak.worcs.sch.uk"
- The school social media accounts will not to be used as a platform to discuss or debate school related issues.
- First names will only be used when referencing children.
- The school social media accounts will be used to share positive messages about the school.
- Only photos and videos of pupils and staff with website media consent will be used on any social media platform. Any photos and videos of pupils without website consent **can not** be used, unless they are unidentifiable (e.g. back of head, hands) in which case they may be used with no reference to the child's name. Staff who send photos to be uploaded to any social media accounts must first check the media consent for the children, prior to sending to the IT helpdesk.
- The school social media accounts will only upload/ post/ tweet between the hours of 07:00 and 19:00 Monday to Friday. The exception permitted is for school events (e.g. Parent evenings, residential school trips) or to share urgent school news (e.g. School closure.)

By using social media platforms, we may be encouraging our pupils to use social media. It is important that reinforcement of our e-safety rules are followed such as *"Never tweet anything that would be potentially upsetting; make sure you know how to report to anything you find that disturbs you; be careful who you talk to they may not be all they appear; never meet anyone from Twitter world without telling your parents."*