



## Grouville School Social Media Policy for Parents

(Updated January 2019)

*UNRC Article 3: Everyone who works with children should do what is best for each child.*

*UNRC Article 19: Children should not be harmed and should be looked after and kept safe.*

*UNRC Article 36: Children should be protected from doing things that could harm them.*

This policy has been written to help guide parents with the use of Social Media at Grouville School and to ensure compliance with data protection that we, as a school, follow. It gives information about how we are using Social Media as a school to communicate with parents, along with 'good practice' guidelines and online safety advice.

### **What is social media?**

Social media is used to interact with others online, for example Facebook, Twitter, messaging, blogs and online discussion forums. Engaging in these opportunities enables us to interact and communicate with audiences in new and exciting ways. It is important that everyone – staff, parents and children – are able to use Social Media appropriately and safely.

### **Communication**

Grouville School uses a variety of ways to communicate with parents and the wider school community. These include a whole school newsletter, weekly updates, our school website – [www.grouville.sch.je](http://www.grouville.sch.je), parent consultations, informal parent/teacher meetings and phone calls.

In addition to this, we will soon be launching our Grouville School Facebook page as a way of communicating with parents to provide quick and relevant information about school life. At present, no photos identifying children will be uploaded to our Facebook page, and explicit written parental consent will be required, should this change.

### **What kind of information do we put on our School website and Facebook page?**

We publish information that is of general interest to our school community. 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 related to children, parents, or staff.

We will aim to update our social media sites 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 Newsletters or information given via letters home. Our website and Facebook page aims to support these methods of communication and allows the school to post on a regular basis with more general updates e.g. fundraisers, dress down days, class trip highlights and updates during residential.

### **Guidance for parents using personal social media:**

- We do not wish to prevent parents taking photographs in the school. However, we 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 unless you have explicit written parental permission.
- If you have created, or are a member of a Grouville School Year Group page (not managed by Grouville School) on Facebook, or any other social media platform these pages **must** be set up with high privacy settings (not public). If you choose to create a page using 'Grouville School' as any part of the title without adequate privacy settings in place, the page will be reported to the relevant social media platform for deletion.
- We strongly advise you to post content carefully – particularly if you choose to post pictures, or name children on these pages. Think before you post. Remember that even if you have tight privacy settings, posts can be shared/discussed/reported. If you wouldn't have the conversation face to face – please 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. We also have a Comments Box in our foyer for suggestions and a Complaints Policy (found on our website). We would much prefer parents to come and chat to us in the first instance.

### **Principles**

- Safeguarding children is a key responsibility of all members of our Grouville community and must be considered when using social media sites.
- We will not tolerate any form of bullying on social media accounts, or any comments or posts which are rude or abusive towards any member of our school community, parent, child or staff.
- We will not allow comments on our Facebook site that refers to specific matters between the school and individual members of the community. We have the right to delete inappropriate comments and block further comments from anyone who break 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.
- By 'liking' us on Facebook, you are agreeing to our Social Media Policy.

### **Code of Conduct for all members of staff at Grouville School – Social Networking**

Staff need to use social networking in a way that does not conflict with the current National Teacher's Standards. The following are **not** considered acceptable:

- The use of the school's name, logo, or any other published material without written prior permission from the Headteacher. This applies to any published material including the internet or written documentation.

- The posting of any communication or images which link to any form of illegal conduct, which may in turn damage the reputation of the school. This includes defamatory comments.
- The disclosure of confidential or business-sensitive information; or the disclosure of information or images that could compromise the security of Grouville.
- Staff at Grouville school either as a paid employee or volunteer must not communicate with children outside of their family via social media.

**In addition to the above everyone at our school must ensure that they:**

- Do not make any derogatory, defamatory, rude, threatening or inappropriate comments about the school, or anyone at or connected with the school Grouville Primary School or The States of Jersey Education Department.
- Use social networking sites responsibly and ensure that neither their personal/professional reputation, or the school's reputation is compromised by inappropriate postings.
- Do not give their personal contact details to pupils including e-mail, home or mobile telephone numbers, unless the need to do so is agreed with senior management and parents/carers.
- Do review and adjust their privacy settings to give them the appropriate level of privacy and confidentiality.

**Potential and Actual Breaches of the Code of Conduct**

In instances where there has been a breach of the above Code of Conduct, the following will apply:

- Any breaches of this policy will be fully investigated.
- Where it is found that there has been a breach of the policy this may result in action being taken under the Disciplinary Procedure.
- A breach of this policy will be considered to be a serious disciplinary offence which is also contrary to the school's ethos and principles