

Our vision: **'Let your light shine'** based on Matthew 5.16

Eggescliffe C.E. Primary School



Facebook & Twitter Policy

Reviewed:

September 2020

To be reviewed by:

September 2021



FACEBOOK & TWITTER POLICY

Rationale:

Maintaining an online presence is vital for schools, not only in terms of keeping the school community up to date with what's happening in the school, but also in terms of attracting potential enrolment. Having a school website is an essential part of this, but web users must specifically visit the school website regularly to receive the information. By having a Facebook page, the school is feeding school information, news and notices directly into the personal news feeds of parents and the wider school community.

Aims:

The purpose of having a school Facebook page is;

- To continue to advance our school communication system with information shared via Facebook, along with the existing methods of newsletters, text messages, email, and the school website.
- To publicise school events, and increase awareness about school fundraising.
- To announce any updated information that appears on our website via Facebook.
- To highlight positive school achievements in a forum where they can be shared by the school community.
- To make school announcements (e.g. school closure due to snow)
- To use Facebook as a means of marketing the school to a wider audience.
- To have a Facebook Feed embedded on the homepage of the school website.
- To engage the community that greave Primary School serves and act as a key component of our school's online presence.
- To facilitate communication and networking opportunities between parents especially new or prospective parents.
- To maintain contact with past parents and past pupils.

Terms of Use of the Eggescliffe C.E. Primary Facebook page

- Users cannot advertise products or services on our school Facebook page.
- Users should not post anything on the page that could be deemed as offensive – inappropriate or harmful comments/content will be removed immediately.
- Users should not engage in giving negative feedback on Facebook, it is more appropriate to deal with the school directly on such matters.
- Users will not mention individual staff members in a negative light on school Facebook page.
- Users should not ask to become “friends” with staff as failure to respond may cause offence.
- Users cannot tag or post photographs of children on the page.
- Users should not add comments that can identify children.

Points to Note

There will be an immediate ban should any user break any of the above terms and conditions.

Facebook lists a minimum age requirement of 13, and all parents are reminded that children under the age of 13 should not be on Facebook.