

## Les Landes School Social Media for Parents Policy



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

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

UNCRC 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. It gives information on how Les Landes School is 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 a vehicle for interacting with others online, such as Facebook, Twitter, messaging, VLE blogs and 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**

Les Landes School use a variety of different ways of communicating with parents. These include daily opportunities for face to face contact, Parentmail updates, school website, parent consultations, informal parent/teacher meetings, phone calls and also through the school "Parents Forum" and "Parent Reps". In addition to this we use social media to share updates and information with parents and the wider community. You can like us on [www.facebook.com/pages/Les-Landes-School-Jersey/546394688792985](https://www.facebook.com/pages/Les-Landes-School-Jersey/546394688792985) or follow the links from our website. You can follow us on Twitter [@leslandesjersey](https://twitter.com/leslandesjersey)

The purpose of using social media as a way of communicating with parents is to provide quick and relevant information about school life. It is not intended as a forum for parents to seek clarification about school events and messages will not be responded to through social media.

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 Newsletters, Parentmail 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.

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.

By 'liking' us on Facebook you are agreeing to our rules about safe use of Social Media.

#### **Guidance for parents using their own personal Social Media sites**

- We do not want 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.
- Think before you post. Remember that even if you have tight privacy settings, everything that you put on Facebook or Twitter 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. We have a Compliments, Comments and Complaints Policy (found on our website). We would much prefer parents to come and chat to us.

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Date: December 2014

Date of review: December 2015 and September 2018