

Earlsdon Primary School PTA

Social Media Policy

Version 1 February 2020

Introduction

The term social media covers a broad range of web and mobile technologies including internet forums, weblogs and podcasts. What makes social media different from more traditional forms of technology, such as your PTA or school website, is it allows for a two way discussion - between organisations, communities and individuals - helping our PTA to build a relationship with its members.

Using social media to communicate with our members helps to overcome data protection issues involved in gathering and managing endless lists of parent email addresses. The individual member subscribes and continues to manage their involvement and can easily unsubscribe if that's what they want to do without the PTA having to collect a single piece of data.

Earlsdon Primary School PTA is already using Facebook, having a web presence as an open group or 'page' [Earlsdon School PTA](#). We use Facebook to post PTA events and invite attendees, post pictures, chat with supporters as well as make links with other organisations and people using Facebook in your local community. In addition the PTA have a page within the school's website www.earlsdonprimary.co.uk/pta/ where current policies, pta meeting minutes and resources can be found.

Social Media Policy

This social media policy details the rules for using and posting on our social media.

Our Earlsdon School PTA facebook page is open to all parents and staff of Earlsdon Primary School. It is to be used for discussing fundraising, social events and meetings connected to the school. Please use the page in a positive manner.

Although the PTA regularly participates in the discussion we do not monitor every Facebook posting. The PTA reserves the right to remove any posting.

We have created a simple list of do's and don'ts to help you use this resource correctly.

Please do the following:

- Use good judgment - Regardless of your privacy settings, assume that all of the information you have shared on your facebook is public information.
- Be respectful - You cannot see a smile or understand nuances of speech on social media. Please keep the tone of discussion positive and respectful.
- Be responsible and ethical - Unless you are specifically authorised to speak on behalf of the school as a spokesperson, you should state that the views expressed in your postings, etc. are your own. Any issue or concerns you have with the school should be raised directly with the Schools senior leadership team.

- Correct any mistakes- Be sure to correct any mistake you make immediately, and make it clear what you've done to fix it.

Don't share the following:

- Confidential information - If it seems confidential, it probably is. Online "conversations" are never private.
- Private and personal information - To ensure your safety, be careful about the type and amount of personal information you provide. Avoid talking about personal schedules or situations. NEVER give out or transmit personal information of students, parents, or colleagues. Always respect the privacy of the school community members.
- Images - It is not acceptable to post pictures of students without the expressed consent of their parents. You may use photos and video that are available on the school's website with the headteachers permission.
- Other sites - Link to other sites may provide useful and interesting content. Don't blindly repost a link without looking at the content first you never know what could be there!

Posts will be removed if they are:

- personal attacks (posts deemed libellous, profane, defamatory, disparaging, hateful, harassing, threatening, or obscene).
- break the law • fraudulent, deceptive or misleading.

This policy is based upon information from www.parentkind.org.uk/Info-sheets/Communication---Social-Media accessed 10/02/2020