



St Joseph's Primary School

Facebook Page Policy

WHAT IS FACEBOOK?

Facebook is used primarily as a method of communication and connecting through 'posts' that can include photographs, text and video. People set up 'profiles' and then connect with other profiles by following the school site. Connected individuals or groups are able to see each other's profile information, posts and timelines. Followers are able to respond to posts and items on timelines by adding an emoji or add a comment.

RATIONALE

Maintaining an online presence is vital for all schools, not only in terms of keeping the school community up to date with school events, 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 this 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. There will only be one Facebook page related to our school.

AIMS

The purpose of St Joseph's having a school Facebook Page is:

- To continue to advance our school information system with information shared via Facebook, along with the existing methods of paper notes, 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 school website via Facebook
- To highlight positive school achievements in a forum where they can be shared by the school community.
- To make school announcements.
- To use Facebook as a means of marketing the school to a wider audience.
- To engage the community within school activities.
- To create a 'presence'.
- To facilitate communication and networking opportunities between parents, especially new or prospective parents.

WHO CONTROLS CONTENT FOR ST JOSEPH'S FACEBOOK?

The uploading of content will be undertaken by the senior leadership team (SLT), office management and teachers at St Joseph's Primary School. Teachers will be responsible for the uploading of content and the secure storage of the device used to post. Teachers must make sure that all content is appropriate, relevant and that children's pictures are used only where consent has been obtained from parents. Staff must all be familiar with the school Facebook Policy before posting on the school page and must have agreed to the terms of use.

TERMS OF USE OF ST JOSEPH'S FACEBOOK PAGE:

- St Joseph's Facebook page must comply with the expectations of the General Data Protection Regulation (GDPR) 2018. Therefore, users must not share any form of personal data that may compromise the safety of any member of the school community, including pupils, parents/carers or staff.
- Under the terms of the GDPR (2018), all photographs and video images of children and staff alike are classified as personal data. This means that an image cannot be used for public display or for school publicity etc. unless there is a lawful basis for this and that the child as the owner of the personal data, or the parent/carer where the child is not of suitable maturity to make such decisions, has been made aware/given consent.
- Users should not post anything on the page that could be deemed offensive.
- Users should not share any information that is confidential - if it seems confidential, it probably is. Online "conversations" are never private.
- Users cannot tag photographs of children on the page, as this does not comply with the lawful basis of sharing personal data by which it is sought, e.g. Legitimate Interests or Consent.
- 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, parents or children in a negative light on the school Facebook page. The tone of any discussions should be positive and respectful.
- Users should make sure that any information shared is accurate.
- Users cannot advertise products and services on our school Facebook page.
- The sanction for breaking any of the terms of use is an automatic ban.

POSTING ETIQUETTE

When posts are made from the St Joseph's Facebook account, safeguarding and professional conduct/values are always given high regard and are at the priority of posting. All posts will be of a positive nature only. On no occasion should text speak be used when posting e.g. gr8, ok, lol etc; every post must be grammatically correct. If a post does contain grammatical errors, it will be removed.

NAMING OF PEOPLE

When posting, a child's name will never be displayed. The post should instead focus on the achievement e.g. Great use of our new school computers to edit our writing by Class 4. Teachers first names should never be used and should only be referred to by their surnames. Parents names should only be used in a positive manner such as when thanking for significant contributions or efforts made.

PHOTOGRAPH CONSENT

A list has been compiled of children who are not to have their photographs published on the Internet (including Facebook). At the start of every academic year staff will be given a list of children who are not to have their photographs published on the Internet (including Facebook). Additionally, a list will

be placed in the staffroom for reference by all staff members. When sharing a post from across classes or relating to the whole school, staff should be aware of children who are not to have their photographs published on the Internet (including Facebook).

COMMENTING

Comments on our Facebook page will be disabled as the focus should be on positively celebrating the achievements and learning of our pupils or communicating key information with parents and carers. The use of comments could encourage the negative use of social media which does not align with our Internet Safety policy.

REPOSTING

From time to time, the school may be tagged in other posts. The school will decide on a post-by-post basis as to whether or not to repost this information from their own Facebook account. The reposting of posts from other organisations shall be undertaken by members of the SLT.

UNDERAGE FACEBOOK USERS

St Joseph's Primary School does not endorse children under the age of thirteen years of age (a threshold imposed by Facebook) having their own Facebook account. We encourage children, under parental supervision, to view our school's Facebook page. We believe the conduct of our community members on our Facebook page will serve as a role model for our students on how to behave in social media spaces.

MESSENGER

The staff who monitor Facebook will not be available to be messaged on Facebook messenger. If parents or carers need to know anything, they must use Clas Dojo or contact the school office. Any messages sent must not be answered by staff members and SLT should be made aware of any messaging attempts.

POINTS TO NOTE:

- 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.
- Not honouring and respecting this policy, as well as the school Online Safety Policy (2018), Photographic and Video Images Policy (2018) and the Data Protection Policy (2018) affects the safety of the children and teachers but also jeopardises the reputation of the school and can have a negative impact on the school with regards to external inspectorates such as Ofsted.
- Comments will be turned off and communication must be made directly with class teachers or the school office.

Key definitions:

Friend

This is the term used when you are connected with someone on Facebook. When you add someone as a friend, they are able to see your profile and updates and vice-versa. Think of it like adding each other's' mailing address, phone number, and e-mail address to your respective contact books. Of course, with Facebook, you can share much more information than that!

Status

Allows users to share their thoughts or important information with their friends. This can include where they are, what they're doing, how they're feeling, who they're with, or just something that they generally find interesting.

Like

If someone posts a photo, status, or comment that you like or agree with, you can click the "like" button to show it. Think of it as casting a vote in a popularity contest. Our Facebook Sharing tutorial has more information on "likes" and related actions for sharing how you feel.

Messages

Allows users to send anyone (even those who aren't a "friend") a private message, sort of like a miniature email. Interested in learning more about this function? Our Facebook Messages tutorial has you covered.

Chat

Allow you to talk privately and in real time with your friends. It's like a phone conversation, but with typing.

Profile

Your mini-biography contains all of your basic information. This can include things such as your name, birthday, where you work (or have worked), where you go (or went) to school, where you live (or have lived), and whether or not you're in a relationship. You can choose what to fill out and who gets to see it.

Timeline

Everyone has their own Timeline that shows all of their activity on Facebook: status updates, photos, comments, event attendance, and much more. The most recent activity is shown at the top.

Group

Groups allow you to connect with people across Facebook who enjoy the same things that you do. Examples of things that groups are based around include books, hobbies, bands, families, and neighbourhood or school clubs.

Page

A profile for brands, businesses, celebrities, and more. You can like a page to be kept up to date on what they're doing.

Tags

A tag is when someone uses a name to link a profile or page on Facebook to a piece of information that may be related or of interest. For example, someone might tag you if you appear in a photo that someone else posts, or if someone mentions that they were somewhere and/or did something with you in a status update. You can set up Facebook to ask whether or not you want to allow people to tag you. See our Facebook Tagging tutorial for more information.

Notification

You get a notification whenever something happens on Facebook that more-or-less directly involves you. Mostly, this will be if someone 'likes' or comments on a status update or comment that you wrote, or if someone invites you to 'like' a page, play a game, or join an event or group. Some other things will cause you to receive notifications, such as if someone writes a status update in a group that you belong to, or if one of your friends is celebrating a birthday.

News Feed

Shows the top posts among your friends and pages. The more you interact with that friend or page, the more of their posts that you'll see.

Block

By blocking someone, they won't be able to see your profile, add you as a friend, or message you.