



St. Anne's and Guardian Angels CPS

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'Excellence together with Christ at the Centre'

Social Media Policy

Reviewed September 2022

Aims of @StAnnesgaCPS, individual class twitter accounts and school You Tube channel

- To share and celebrate children's achievements, successes and school updates.
- To demonstrate safe and responsible use of social media
- To encourage the use of 21st Century technology

What is the primary purpose of @StAnnesgaCPS, individual class twitter accounts and the school You Tube channel.

@St AnnesgaCPS and individual class twitter accounts will be used principally to be followed by staff, parents and other professionals in order to advertise the excellent work by staff, children, parents and governors. It may contain links to the schools other hosting sites, including:

- Vimeo: used to upload and host videos;
- PhotoPeach: where children upload their own photographs in order to create slideshows;
- Audioboo: for uploading sound and podcasts or radio broadcasts
- Class Blogs
- School You Tube channel

Who controls content for @StAnnesgaCPS, individual class twitter accounts and school You Tube account

The uploading of content for @STAnnesgaCPS, individual class twitter accounts and school You Tube account will be controlled by members of the Senior Leadership Team and the IT Leader and a fully CEOP trained IT Consultant. They alone will be responsible for password protection and uploading of content.

Class teachers have individual class Twitter accounts to promote their class activities, these are monitored by SLT, the IT lead and IT consultant. Class teachers and staff follow the E safety policy and Social Media code of conduct policy.

Who can follow @StAnnesCPS, individual class twitter accounts and school You Tube account

When @STAnnesgaCPS, individual class twitter accounts and school You Tube account receives a follow request it will make informed decisions on a case-by-case basis as to accept or decline. These decisions will be based upon a number of factors:

- The name of the individual as read on their Twitter account and whether this name correlates to that of a parent on the SIMS database; is a member of teaching staff; is a school governor; is a known and proper person to the SLT or ICT consultant
- The quality of the biography of each individual as read in the bio section of their Twitter account. The images on view in the potential followers Twitter account.
- In most cases, one or more of the above will be enough to accept a follow request.
- In the unlikely event that a parent or other suitable follower is inadvertently rejected, the SLT or IT Leader will hear each individual on a case-by-case basis. These hearings will usually involve the prospective follower making themselves known in person to the above named persons, with their Twitter details, and should take no more than a few minutes.

Who will @St AnnesgaCPS individual class twitter accounts and school You Tube account follow

In order to protect itself from inappropriate content being distributed into its news feed, @StAnnesgaCPS, individual class twitter accounts and school You Tube account:

- will not actively seek to follow other users. However, exceptions may be made where following an @ handle has obvious benefits to the school e.g. to promote the class blogs and the school website we follow other schools and certain professionals i.e. authors, M.P's and education providers. Once again, these will be decided on a case-by-case basis at the discretion of the SLT and IT Leader.
- @StAnnesgaCPS, individual class twitter accounts and school You Tube account sees itself more as a distributor of information to those who follow it and not as a receiver of information.

What is inappropriate content and referencing and how will it be dealt with?

@St AnnesgaCPS, individual class twitter accounts and school You Tube account welcome any referencing, mentions, or interactions that posit the school in a positive light only. Therefore, St Anne's and Guardian Angels Primary School deems any of the following as inappropriate:

- Offensive language or remarks aimed at the school, its staff, parents, governors or others affiliated with the school;
- Unsuitable images or content posted into its feed;
- Unsuitable images or content finding its way from another's account into the @StAnnesgaCPS, individual class twitter accounts and school You Tube account
- Images or text that infringe upon copyright;
- Comments that aim to undermine the school, its staff, parents, governors or others affiliated with the school.

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Any inappropriate content will be deleted and its users will be removed, blocked, and, depending on the nature of the comment, reported to Twitter or You Tube. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

Linked Policies & Documents:

E-Safety

Staff ICT Acceptable use policy

Child Protection and Safeguarding

Behaviour Policy

Next Review:

September 2024