



Facebook Policy

St Anne's C of E Primary School

September 2024

1. Introduction:

The St Anne's Primary School Facebook page (known as the page from here-on) is run in by the school. It is managed by the Headteacher. The page is designed to:

- Inform, engage and communicate with parents, carers and other interested parties.
- Recognise, celebrate and promote the work of the school and its students.
- Communicate and reinforce school policies and good practice.

Postings will include updates on everyday school life, activities, clubs, events, useful information and websites, advice, suggestions, songs, books and photos of activities & invite you to read more about the alert on our webpage.

2. Posts and Comments

2.1. The Headteacher will decide on and authorise administrators that will be responsible for updating the page on a regular basis. The administrators will communicate in a positive, accurate, respectful and responsible manner. They will uphold and promote the values of the school vision statement at all times.

2.2. All parents and carers are also welcome to like & share. We would request that they do so in a similarly positive, respectful and constructive manner.

2.3. If followers have any specific concerns, particularly related to their own or other child/children, we ask that they do not post these on the page timeline and encourage them to speak directly to the Head/Class teacher.

2.4. Under no circumstances should any child/children be named or described on the page.

This is due to data protection and the legal responsibility we have to keep the children safe.

3. Photographs and videos

3.1. Parents are asked to fill in a permission form for the school to use their child's photograph on school publicity materials including the school Facebook page.

3.2. Only authorised administrators have permission to upload photographs and videos on to the page. This is because they are aware of the parental permissions held by the school.

3.3. No-one else is permitted to post any photographs or videos on to the page. The setting allowing people to post or tag photos will be turned off.

3.4. No children will be tagged or named in relation to a photo directly on the page. However, there may be links to the school website or to third party articles (eg. Local news) where children may be photographed and named.

4. Site moderation

4.1 The page will be moderated daily by administrators that are authorised by the Headteacher.

4.2 All visitors to the page are asked to inform the Headteacher / office of any inappropriate comments, behaviour or concerns they have relating to the page.

4.3 The page profanity filter will be set to 'strong'.

4.4 We encourage parents and carers to view regularly the page. The Facebook private message facility will be turned off.

5. Misuse

5.1. In the event that an inappropriate or offensive comment is made it will be recorded by an administrator (screen shot) and brought to the urgent attention of the Headteacher & if necessary passed to designated safeguard lead, the police & or the First Response Safeguarding Team. The Headteacher will speak to the individual(s) involved and explain the purpose and ethos of the page and why their comment / behaviour is inappropriate or offensive. We will ask the individual to remove the posting. Ultimately, the administrators reserve the right to remove any comments that are deemed inappropriate.

5.2. In the event that a child is described or named (whether in the main post or within comments), it will be recorded by an administrator (screen shot), immediately deleted and brought to the urgent attention of the Headteacher.

5.3. In the event that an inappropriate or offensive comment is made by someone who is unconnected to the school, the Head Teacher will respond accordingly. The response will depend on the content of the post but may include contacting the user via private message, deleting the comment and banning the user, or reporting the post to relevant external bodies. In extreme cases, an immediate ban will be placed.

5.4. If any individual repeatedly makes inappropriate comments (two times or more), the Headteacher has the discretion to ban the offending individual from the page and (where appropriate) report the offender to relevant external bodies.

6. Restrictions

- Users cannot advertise products or services on our school Facebook page.
- 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.
- Users cannot tag or post photographs of children on the page.
- Users should not add comments that can identify children.

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** have a Facebook account