



Burton Road Primary School
Social Media Policy
September 2021



Social media is a broad term for any kind of online platform which enables people to directly interact with each other. It allows people to share information, ideas and views. Examples of social media include Facebook and Twitter.

Burton Road Primary will use the platforms of Facebook and Twitter to share school news and celebrate the achievements of pupils. This will allow us to keep in quick contact with the wider school community.

We also use social media to:

- continue to advance our school information system alongside the existing methods of paper letters, text messages, email and the school website.
- publicise school events and increase awareness about school fundraising.
- announce any updated information that appears on our school website
- highlight positive achievements in and out of school, for examples sporting occasions and school trips
- make school announcements
- market the school to a wider audience and to prospective parents

Twitter is an online news and social networking site where people communicate in short messages called tweets. Twitter users can reply to any message they see. Twitter accounts can follow other Twitter accounts or be followed by other Twitter accounts and all tweets are public. Users are able to Direct Message (DM) other users should they wish something not to be made for public viewing but staff at Burton Road Primary will not use this facility. Twitter require that users opening accounts be minimum of 13 years old.

- The school Twitter account will only follow accounts that have an education, learning or news focus. No personal accounts, unless they are educationally linked, will be followed. For example a children's author or athlete. The school will not follow the account of a student or parent.
- The school Twitter account will not respond to any 'replies' on Twitter. This is not the platform to discuss or debate school related issues.

Facebook is a social networking site where people communicate by write posts which can be seen by others. These can be 'liked' or a comment can be added by anyone who has liked the Burton Road Primary School Page. Users are able to Direct Message (DM) other users should they wish something not to be made for public viewing but staff at Burton Road Primary will not use this facility. Facebook require that users opening accounts be minimum of 13 years old.

- The school Facebook will respond to posts on the site if needed but any negative comments will be removed.

Professional Use of Social Media

There are many legitimate uses of social media within the curriculum and to support student learning. For example, the school has an official Facebook and Twitter account and there are many possibilities for using social media to: share, enhance and develop students' learning.

Parents will give permission for children to be photographed for the purpose of social media by filling in our digital image policy when children start school.

There will not be any communication with staff and pupils or parents through direct messaging on social media where the message is not public. Any inappropriate comments on or abuse of school-sanctioned social media will immediately be removed and reported to a member of SLT.

Personal Use of Social Media

Any communication received from children on any personal social media sites must be reported to the designated person for Child Protection. If any member of our community is aware of any inappropriate communications involving any child in any social media, these must immediately be reported to school. Staff will not accept any current pupil of any age or any ex-pupil of the school under the age of 18 as a friend, follower, subscriber or similar on any personal social media account. They will not reply to a DM sent to a personal or school social media account.