



HILLINGDON PRIMARY SCHOOL



“We want everyone at Hillingdon Primary School to be happy, caring and independent. Our school is a place where we learn together, doing our best to achieve success.”

USE OF SOCIAL MEDIA POLICY

MARCH 2018

1) RATIONALE

The aim of this policy is to explain acceptable use of social media relating to Hillingdon Primary School accounts for staff, pupils, parents and governors. The policy will therefore aim to explain the purpose of Twitter and YouTube in Hillingdon Primary School and the benefits that will arise from its proper use, and also deal with any potential pitfalls from using social media.

2) AIMS OF USING SOCIAL MEDIA

Hillingdon Primary School accounts will be used and followed principally by staff, parents and other professionals in order to share and showcase the excellent work of staff, pupils, parents and governors and to celebrate the success and achievements of the children. Whilst using Twitter or YouTube, all staff will demonstrate safe and responsible use of social media.

3) CONTENT CONTROL

The uploading of content will be controlled by members of the Senior Leadership Team (SLT) and a selection of approved staff. They alone will be responsible for password protection and uploading of content. Items to be posted / shared should be emailed to the Business Leader for consideration at the SLT briefing meeting each morning.

4) USAGE

Social media will not be used as the sole method of communicating information to the school community: we aim for social media to enhance current methods of communication, not replace them. It is not compulsory for parents, carers or staff to follow Hillingdon Primary School on social media: important information or reminders will not be missed should individuals choose to opt out. No private messages will be sent using our Twitter account.

We will not respond to messages or comments posted by the school community. Parents / carers should continue to approach their class teacher, the Pastoral Care Team or a member of the senior leadership team with any concerns.

Hillingdon Primary Schools Twitter account and YouTube Channel will ordinarily be updated and monitored during normal school hours, Monday to Friday. However, circumstances may dictate that updates are provided at different times.

5) FOLLOWERS AND FOLLOWING

At present Hillingdon Primary School accounts are open to all followers however **we reserve the right to block accounts deemed inappropriate or offensive to ourselves and/ or others.**

Pupils should not follow the school on social media: both Twitter and YouTube recommend that their users are aged 13 or above and the school supports this recommendation. Parents may wish to supervise and share posts with their children and this can be an excellent way of engaging in their learning whilst also modeling how to use social media responsibly in a supervised environment.

Staff wishing to follow the school on Twitter should do so using a professional account linked to their school email address and not their personal twitter account. Staff members should not follow parents. Professional accounts should be used to advertise the school in a positive light and promote useful information to their follows.

In order to protect ourselves from inappropriate content being distributed into our news feeds, Hillingdon Primary School will not actively seek to follow other users. However, exceptions may be made where following an @ handle has obvious benefits to the school, for example following a children's author or engaging with local schools and others in the Elliot Foundation. These will be decided on a case-by-case basis at the discretion of the SLT.

6) INAPPROPRIATE CONTENT AND REFERENCING

Hillingdon Primary School welcomes any referencing, mentions, or interactions that posit the school in a positive light only. Therefore, Hillingdon 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 schools feeds;
- Images or text that infringe upon copyright; and
- Comments that aim to undermine the school, its staff, parents, governors or others affiliated with the school.

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

7) USE OF IMAGES

Only photographs of children with signed consent forms will be used on social media.

We will not publish personal details or full names (first name and surname) in connection with any of the images we post and we will ensure that all children are suitably dressed and their dignity is preserved. We will post individual and group photos of work, learning, events and special achievements.

The school will honour any request from parents / carers to remove an image of their child if they are unhappy with the image. Parents / carers should contact the school office to discuss concerns relating to images.

8) SOCIAL MEDIA ETIQUETTE

Any Tweets from official school accounts will be grammatically correct and will not contain text language. Some Tweets may contain hashtags that enable Tweets to be added to a collection of other related Tweets that are generally viewed by more people.