



Rouge Bouillon School

Social Media policy

This policy has been written to help guide staff with the use of social media. It gives information on how Rouge Bouillon School is using social media to communicate and what are 'good practice' guidelines and E-Safety advice linked to the use of Social Media.

## **What is 'Social Media'?**

Social Media is a vehicle for interacting with others online, such as Facebook, Twitter, messaging and online discussion forums. These bring opportunities to understand, interact and communicate with audiences in new and exciting ways. It is important that people are able to use these appropriately and safely.

## **Communication**

Rouge Bouillon School use a variety of different ways of communicating with staff. These include daily opportunities for face to face contact, SIMs, school website, parent consultations, informal parent/teacher meetings and phone calls. In addition to this we use social media to share updates and information with staff and the wider community. The Twitter account is linked to our website, information is the same on both sites. You can follow us on Twitter @rougebouillon jersey

The purpose of using social media as a way of communicating with parents is to provide quick and relevant information about school life. It is not intended as a forum for parents to seek clarification about school events and messages will not be responded to through social media.

## **What kind of information do we put on Social Media?**

We use Social Media sites to publish information that is of general interest. We do not believe it is an appropriate place to discuss personal matters that are specific to individual members of our community, whether that is children, parents or staff. We will aim to update with relevant information, without overloading parents, but giving them an insight to what we are doing in school.

Social media information does not replace information sent out in Newsletters or information given via letters. It supports these methods of communication and allows the school to post on a regular basis with more general updates e.g. updating a school football score, what happened during a class trip, updates during the Y6 French Trip.

It is important for everyone's safety that we are clear about how we use social media and what is acceptable behaviour from the people who choose to follow us

1. We will not tolerate any form of bullying on our social media accounts or any comments or posts which are rude or abusive towards any member of our school community, parent, child or staff.
2. We will not allow comments that refer to specific matters between the school and individual members of the community.
3. We have the right to delete inappropriate comments and ban further comments from anyone who breaks the terms of service for the relevant social media site.
4. We will not publish photographs of children without consent from parents identified on the data protection forms.

By 'following us on Twitter you are agreeing to our rules about safe use of Social Media.

## **Guidance for staff using their own personal Social Media sites**

All staff should ensure that their personal Social media profiles should be locked down and no publicly viewable; bearing in mind that default privacy settings change regularly and that there is really is no such thing as 'private post' on social media.

Staff should not 'friend' or accept friend requests from students on their personal social media profiles (even after they have left school, until they are 18)

If parents or members of the community post negative comments about our school or staff or students in the school, DO NOT respond but instead escalate to the Headteacher who should seek advice from the Head of Governance at the Department.

### **Guidance for parents using their own personal Social Media sites**

- We do not want to prevent parents taking photographs in the school. However, we ask that if you take photographs of school events or during school time, that the photographs you publish on any social media pages do not include other people's children.
- Think before you post. Remember that even if you have tight privacy settings, everything that you put on Facebook or Twitter is in public view. Think about this rule – if you don't want people to see it and if you wouldn't have the conversation face to face –don't post it.
- If you have a comment, question or concern about anything linked to school, we encourage all parents to come and speak to us.