



School Facebook Page Guidance Local to St. Felix RC Primary School

**Part of the Our Lady of Walsingham Catholic Multi
Academy Trust**

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Approved by the Committee/Governing body	<i>Full Governing Body</i>
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St. Felix RC Primary School

School Facebook Page Guidance

Rationale

Maintaining an online presence is vital for St. Felix RC Primary School. We have a strong community and through social media, we can ensure the community remain up-to-date with school life and that the profile of the school continues to be promoted positively. Further to this, an online presence is important in attracting future enrolment of pupils.

Having a school website is an essential part of this, but web users must specifically visit the school website regularly to receive this information. By having a Facebook page, St. Felix RC Primary School is able to feed information related to the school directly onto the news feeds of the members of the page.

Aims

The purpose of having a school Facebook Page is:

Communication

- To aid communication and information sharing, along with existing methods (school website; ParentMail texts and emails; paper letters; flyers).
- To make school announcements.
- To announce any updated information that appears on our school website via Facebook.
- To highlight positive school achievements in a forum where they can be shared by the school community.
- To facilitate communication and networking opportunities between parents especially new or prospective parents.
- To maintain contact with past parents and past pupils.

Raising the Profile

- To use Facebook as a means of raising the profile of the school to a wider audience.
- To publicise school events, encouraging a strong community link, especially with parents.
- To have a Facebook Feed embedded on the homepage of the school website.
- To increase awareness about school fundraising, especially charity events (including those run by the Home School Association).

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 be on Facebook.

Terms of use of St. Felix RC Primary School's Facebook page:
Risk Benefit Assessment

Benefits	Actions with Risks	Preventatives	Actions to Resolve
Easy access and sharing of information.	Users must not share confidential information.	All users who post agree to the safe use of this page. The Head of School and Administrative Team will post to and monitor and moderate the page regularly.	Confidential information would not be posted and would be removed if it were posted. A user who posted confidential information would be investigated as necessary depending on their status within the school community.
Active use of a wide audience.	Users must not share any information that would compromise the safety of any member of the school community. Personal information must not be shared.	The privacy settings limit the process of external members of the community posting to the page. Posts from the external members of the community will be moderated by the Administrative Team before deciding whether these are appropriate or not to post.	Any information deemed to compromise the safety of any member of the school community would be removed. A user who posted information described above would be investigated as necessary depending on their status within the school community.
Active engagement and involvement of the whole school community.	Users must not post offensive, harmful or inappropriate content. Adverts for external products or services must not be placed on the page.	Disclaimer on the page with reminders of the salient points of this policy.	Content deemed inappropriate will be removed immediately.
A variety of media could be shared.	Users must not tag photographs of children on the page.	The complaints procedure (available on the school website) must be followed when required.	Tagged photographs would be removed immediately.
Easy communication between parents to school.	Users must not raise concerns or complaints through the page. Negative comments regarding any member of the school community must not be posted.	Mutual respect and politeness must best central in all communication by any user.	Negative feedback or complaints would be removed immediately as this is not the purpose of the page.
The community share a platform to strengthen community links.	Parent or external users must not make friend requests to staff. Staff can only make friend requests to parent or external users if they know each other for a reason other than solely through the professional remit of the school.		

The school will consider 'blocking' or 'banning' users from the page if there is a breach of above terms of use.