

BLIGH'S LANE NURSERY SCHOOL

FACEBOOK POLICY



Signed: _____ (BOG Chair)

_____ (Principal)

Date: _____

Review Due: _____

1. Introduction

The Bligh's Lane Nursery School Facebook page (known as the page from here-on) is run by the school staff and managed by the Principal. It falls under the responsibility of the Governing Body.

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.

2. Posts and Comments

The administrator will be responsible for updating the page on a regular basis. The administrator will communicate in a positive, accurate, respectful and responsible manner. She will uphold and promote the values of the school vision statement at all times.

All parents and carers are also welcome to post their thoughts and ideas on the page, and to like, share and comment on postings. We would request that they do so in a similarly positive, respectful and constructive manner.

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 Principal/Class teacher.

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

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.

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.

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.

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 where children may be photographed and named.

4. Site moderation

The page will be moderated daily by administrator

All visitors to the page are asked to inform the Principal/Class teacher of any inappropriate comments, behaviour or concerns they have relating to the page.

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

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

5. Misuse

In the event that an inappropriate or offensive comment is made it will be recorded by the administrator (screen shot) and given urgent attention. The Principal 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 Governing Body reserves the right to remove any comments that are deemed inappropriate.

In the event that a child is described or named (whether in the main post or within comments), it will be recorded by the administrator (screen shot), and given urgent attention.

In the event that an inappropriate or offensive comment is made by someone who is unconnected to the school, the Principal 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.

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

6. Restrictions

The page is designed as a communication tool to engage with parents and carers. It is therefore restricted to people over 18 years of age.

Where a parent is under 18 years old, permission will be granted at the discretion of the Principal.

The Principal also has the discretion to remove or ban any followers that are known to be under 18 years old.

7. Monitoring of Policy

This policy will be reviewed on an annual basis