



## St. Luke's Catholic Primary School

### Social Media Policy

<b>Academic Year</b>	<b>Designated Senior Person</b>	<b>Computing Lead</b>	<b>Nominated Governor</b>	<b>Chair of Governors</b>
2014/15	M.Grealis	S.Johnson	N.Dunbar	P.Stitt
2015/16	M.Grealis	S.Johnson	N.Dunbar	P.Stitt
2016/17	M.Grealis	S.Johnson	N.Dunbar	P.Stitt

### Policy Review Dates

<b>Review Date</b>	<b>Changes made</b>	<b>By whom</b>	<b>Date shared with staff/governors</b>
January 2017	- change of policy name - addition of class Twitter handles - addition of Facebook	M.Grealis	February 2017
June 2018			

## Aims of Using Social Media:

- To quickly share and celebrate children's achievements, successes and school updates
- To demonstrate safe and responsible use of social media
- To encourage the use of 21st Century technology

## School Accounts:

- School Twitter account - @stlukesfrodsham
- Individual class Twitter accounts - @FS2StLukesFrod; @Y1StLukesFrod; @Y2StLukesFrod; @Y3StLukesFrod; @Y4StLukesFrod; @Y5StLukesFrod; @Y6StLukesFrod
- School Facebook page - @stlukesfrodsham

- The school Twitter account and the school Facebook page will be ran by a senior leader; class Twitter accounts will be ran by individual class teachers and monitored by a senior leader
- All social media accounts will be Public accounts; senior leaders will monitor the followers
- All posts from the school Twitter account will automatically appear on the school Facebook page (this includes posts retweeted by the school Twitter account from individual class twitter pages)
- Our Twitter accounts will only tweet between the hours of 7.30am and 8pm between Monday and Friday; tweets sent outside of this time will be regarding extra-curricular activities (e.g. football matches, residential trips, performances) or to share urgent school news (e.g. closures due to adverse weather)
- Our Twitter accounts will only follow other educationally linked Twitter accounts, for example a children's author or another school
- All social media accounts will allow positive tweets or comments from followers, but will not respond to these; a ❤️ or 'like' may be used as an acknowledgement. Any negative or derogatory comments will be removed and reported and followers will be blocked.
- Social media accounts **will not** refer to children by their full name; Christian names may be used
- Social media accounts will be used to share positive messages and reminders about the school; class Twitter accounts will be used to share positive messages and reminders about the individual class
- Social media accounts **will not** post photographs of children's **faces**; they will post photographs of work and learning
- Social media accounts may be used to share news and information during a school trip; however, this will depend on available internet connection
- By endorsing Twitter/Facebook, we may be encouraging children to use social media so we will reinforce e-safety rules such as:  
"Never tweet anything that would be potentially upsetting; make sure you know how to report anything you find that disturbs you; be careful who you talk to as they may not be all they appear; never meet anyone from Twitter world without telling your parents."
- Twitter's own safety rules can be read on: <https://about.twitter.com/safety/families> ;  
Facebook's parental advice can be read here: <https://www.facebook.com/safety/parents>