



Social Media Policy

Bilton Infant School

Date	Review Date	Responsible Governor
March 2024	March 2025	

Responsible person	Charlotte Fawbert Helen Walters	Date	19.3.24
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Aims of using Facebook

- To quickly share and celebrate children's and school achievements, successes and updates.
- To demonstrate safe and responsible use of social media
- To promote Bilton Infant School (BIS) as a forward thinking and progressive school through our use of online communication
- To engage with the wider community on a regular basis

Who controls content for Bilton Infant School

- The uploading of content for the Facebook page will be controlled by the Head of School and the Helen Walters – Admin.

Who can follow Bilton Infant School

- The BIS team will encourage teaching staff, Governors and current and prospective parents (of BIS children) to be followers.
- Due to the fact that, Facebook do not aim their services to people under 13 years of age we will direct any followers who we believe to be under this age to the Facebook age guidance

Who will Bilton Infant School follow?

- In order to protect BIS from inappropriate content the Facebook pages and profiles that will be followed will be decided on a case by case basis by the Head of School and Admin.
- The role of the school in this situation is as a distributor of information to those who follow it and not as a receiver of information.

Management of content

- The Head of School and Admin will ensure that the school always communicate in a positive, accurate, respectful and responsible manner.
- All content will uphold and promote the values of the school vision statement at all times.
- All parents and carers will be encouraged to like & share content as appropriate.
- Comments made on individual posts will be monitored to ensure that they are positive, respectful and constructive.
- If followers have any specific concerns, particularly related to their own or other child/children, these will be removed and we will ask that parents do not post these on the page timeline and instead, encourage them to speak directly to the Head of School via the school office.
- No child/children will be named in full on the page in line with safe guarding and data protection requirements
- Parents will be 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 the Head of School and Admin will have permission to upload photographs and videos on to the page, they will evaluate content requests and adapt or decline usage depending on appropriateness of use in line with school values.
- Where photographs or videos are provided by other members of staff they will be required to check and inform of permissions before providing these images to the Head of School or Admin before sending them through and requesting posts.

- The Head of School and Admin will encourage parents and carers to view regularly the page. The Facebook private message facility will be turned off.
- Staff within the school should provide content to show the quality of work and activities being completed during the school day, being mindful to focus on the children and not self-promotion.
- Conflict of interest for posts will be monitored and managed by the Head of School and Admin, ensuring that any focus on members of the family that attend the school is moderated.
- Comments and responses to posts on the Facebook page must only be actioned by the Head of School. These will be monitored daily by Admin and flagged if and when any response is needed. Other staff members should not respond to these comments from their own personal Facebook accounts.