



# Hampton Junior School Facebook Policy

<u>Date</u>	<u>Comments</u>	<u>Next Review</u>
2017		2018
Sept 2019	Updated by Jon James (DSL)	Sept 2020
March 21	Added to by HL	Jan 22

**‘Be the best you can be!’**

## **HAMPTON JUNIOR SCHOOL FACEBOOK POLICY**

***Hampton Junior School is committed to safeguarding and promoting the welfare of children and expects all staff, volunteers and parents to share this commitment.***

### **Objective**

The aim of this policy is to outline the use of Facebook at Hampton Junior School and how, through the acceptable use of this social media platform, we will help enhance the communication between the school, its parents and the community. The Hampton Junior Facebook account will be used to celebrate the excellent work by pupils, staff, parents and governors and contain information detailing special events within the school community. The aim of this is to run alongside our other successful forms of regular communication such as the school website, news notes, Friends of HJS newsletter, sports newsletter, Governors newsletter and texting.

### **Who controls content for Hampton Junior School?**

Only authorised administrators have permission to upload photographs, videos and comments on to the page. This is because they are aware of the parental permissions held by the school. The uploading of content will be controlled by members of the Senior Leadership Team (SLT) or nominated person. No-one else is permitted to post any photographs or videos on to the page. The SLT or nominated person alone will be responsible for password protection and uploading of content. All pictures, text, videos and comments will be checked by a member of this team to ensure that the content is in line with this agreed policy. The members of the Senior Leadership Team will also regularly monitor the page to ensure that there are no comments or posts made which would be seen as inappropriate.

At the beginning of year 3, or during enrolment, parents will complete a new pupil information form which asks for permission to allow the school to take and use photographs of pupils for media and social media aspects (including Facebook). If a parent agrees but subsequently change their mind, it must be requested in writing via email to the school office.

### **What is the expectation of the content uploaded?**

We want this communication to celebrate the achievements, curriculum and exciting events at our school. All pictures, videos and comments will be checked and edited before posting to ensure they are of the highest quality and promote our school ethos, values and vision. Permission is sought from parents to use their child's photograph on school publicity materials including the school Facebook page. No pupil names will be mentioned in the status made by the school and we would request that pupil names are not used in any comments made by followers. Therefore we are requesting that you do not make comments on the posts.

## **Who can follow Hampton Junior School?**

The HJS Facebook account will be open to all followers however the school has also set the search capacity of this page to 17km. This therefore means only account holders within this distance can search and find the page.

### **Guidance for followers**

All users interacting with the Facebook page must do so by using a Facebook account that clearly identifies them by their real name. The school also reserves the right to block accounts deemed inappropriate or offensive. We will also not tolerate any referencing, mentions, or interactions on any Social Media sites that highlight the school in a negative light.

The following list identifies some of the actions deemed inappropriate which may lead to blocking an account and possible further action.

Facebook posts must not:

- Be copied or shared by anyone.
- Contain any material which is defamatory of any person.
- Contain any material which is obscene, offensive, hateful or inflammatory.
- Promote sexually explicit material.
- Promote violence.
- Promote discrimination based on race, sex, religion, nationality, disability, sexual orientation or age.
- Infringe any copyright, database right or trade mark of any other person.
- Be likely to deceive any person.
- Be made in breach of any legal duty owed to a third party, such as a contractual duty or a duty of confidence.
- Promote any illegal activity.
- Publicise your, or anyone else's, personal information, such as contact details.
- Advertise products or services, other Hampton Junior School.
- Be threatening, abusive or invade another's privacy, or cause annoyance, inconvenience or needless anxiety.
- Be likely to harass, upset, embarrass, alarm, or annoy any other person.
- Be used to impersonate any person, or to misrepresent your identity or affiliation with any person.
- Advocate, promote or assist any unlawful act.

If the school is made aware of any negative or inappropriate comments:

1. A screen shot will be taken of the status to keep as evidence.
2. The comment will be deleted.
3. The account holder will be asked to come into school and meet with the Executive Headteacher or Head of School to discuss the comments made.
4. The account holder who made the comment may be blocked from the HJS Facebook page.
5. Depending on the nature of the comment, the school may also contact Facebook and report the problem.

6. If any further negative or inappropriate comments / posts are made then the local authority or external bodies will be notified and further action taken.

HJS reserves the right to block any account holder and delete any comments posted on the Hampton Junior Page.

If an inappropriate or offensive comment is made by someone who is unconnected to the school, the Executive Headteacher or Head of School will respond accordingly.

1. A screen shot will be taken of the status to keep as evidence.
2. The Executive Headteacher or Head of School will contact the person via private messaging, or by contacting them if the person is known to the school.
3. The comment will be deleted.
4. The Executive Headteacher or Head of School will invite the person in to discuss the comment.
5. If the account holder will not engage with the school to discuss the comment then the Executive Headteacher or Head of School will report the incident to the local authority and / or other external bodies.
6. The account holder will be blocked.

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 and encourage them to speak directly to the Class teacher / Executive Leadership Team.

Users of Facebook must be at least 13 years of age. If the school are made aware of a person under the age of 13 using Facebook, with a registered account, then the school will inform Facebook of this account. The page is designed as a communication tool to engage with parents and carers. It is therefore restricted to account holders over 18 years of age.

### **When will Facebook be updated?**

As with the school website, the HJS Facebook page will be updated during the school day and show pictures, videos and comments of activities that have recently occurred at school or on visits / residential. We hope using this social media platform will allow parents a greater access to the curriculum and achievements of the children at school.

This policy should be read in conjunction with the HJS Child Protection Policy and On-line safety policy.

Due to the fast-changing nature of technology this policy will be need to reviewed annually.