Burnt Tree Primary School

Social Media

Policy

Signed by Chair of Governors	
Date	12/10/2022
Review Date	October 2024

Introduction

Aims of using social media:

- To quickly share and celebrate children's and school achievements, successes and any updates.

- To demonstrate safe and responsible use of social media.

- To promote Burnt Tree as a forward thinking and progressive school through our use of 21st century technology.

Rationale:

In this technology rich world, our pupils, parents and the wider community live in, social media is becoming more and more part of daily life. Furthermore, agencies, such as Ofsted, release new guidance on social medial days before it appears elsewhere. At Burnt Tree Primary, we have a school Facebook, Instagram and Twitter account. It is important that staff at Burnt Tree Primary School embrace social media to share and celebrate the amazing learning that happens in our school. Furthermore, it allows staff to keep up to date with important changes that can impact learning in their classroom and connect with teachers across the globe, who are sharing resources, ideas and discussing important aspects of education. This policy will explain acceptable use of social media relating to the Burnt Tree Primary school social media accounts: Twitter - @BurntTreeSchool, Facebook - facebook.com/burnttreeprimary, Instagram - @burnttreeeyfs. The policy will explain the purpose of social media in Burnt Tree Primary School and the benefits that will arise from its proper use.

What is Twitter?

Twitter is a social media tool that currently has no age restrictions for its use. Twitter is used to communicate thoughts and ideas within 140 characters and usually references people, places and activities that tend to invite replies. Twitter accounts can follow other Twitter accounts or be followed by other Twitter accounts and all tweets are public. The use of hashtags allows tweets to be grouped with similar hashtags; therefore, allowing tweets to be grouped together. At the moment, we will not be using hashtags on any of our school Twitter feeds. This policy will be updated should this change.

What is Facebook?

Facebook is a social networking website where users can post comments, share photographs, and post links to news or other interesting content on the internet and watch short-form video. Facebook pages are specific pages for businesses, brands and organisations to share their stories and connect with people. Like profiles, you can customise Pages by publishing stories, hosting events, adding apps and more. People who like your Page and their friends can get updates in their News Feed." It is a free, easy and effective tool to celebrate the successes of our school, sharing our stories, engaging with our school community and posting information that parents and carers will find useful.'

What is Instagram?

Instagram is a social networking service built around sharing photos and videos. Instagram allows users to edit and upload photos and short videos through a mobile app. Users can add a caption to each of their posts and use hashtags and location-based geotags to index these posts and make them searchable by other users within the app. Each post by a user appears on their followers' Instagram feeds and can also be viewed by the public when tagged using hashtags or geotags. Users also have the option of making their profile private so that only their followers can view their posts.

As with other social networking platforms, Instagram users can like, comment on and bookmark others' posts. Photos can be shared on one or several other social media sites -- including Twitter, Facebook and Tumblr -- with a single click.

Primary Purposes of Facebook, Instagram and Twitter at Burnt Tree Primary School:

Burnt Tree Primary School will be using social media on a 'broadcasting' only basis. The main reasons for the use of the social media accounts are:

- To quickly share and celebrate children's achievements, successes and school updates.
- To share and showcase the wonderful things happening at Burnt Tree Primary School.
- To demonstrate safe and responsible use of social media
- To encourage the use of 21st Century technology.
- For staff to engage in educational discussions that can enrich their own practice.

Social media will not be used to engage with individual parents directly; however, important announcements and notices could be sent as part of general communication to parents.

Tweets, Facebook and Instagram posts will be an additional method of communication to highlight our school's achievements and keep parents informed of events and activities happening within school. It is not intended as a two-way method of communication between parents and staff and has not been set up in that way.

The Burnt Tree Primary Social Media School accounts:

Instagram - @burnttreeeeyfs

Facebook – @burnttreeprimary

Twitter - @BurntTreeSchool

Only nominated staff within school will have access to the official school social media accounts. As the school moves forward with social media, other staff members may be invited to tweet and post from the official school accounts. Should this happen, this policy will be updated.

Safeguarding pupils:

In order to safeguard the pupils at Burnt Tree Primary School, no names of pupils will be used alongside any pictures of pupils. Burnt Tree Primary School seeks photographic consent of all the pupils and any Tweets, Facebook or Instagram posts by Burnt Tree Primary School will adhere to this list. If tweets or posts are sent inviting people to view a blog post by an individual pupil, only their first name will be used.

Who can follow Burnt Tree Primary School's social media accounts?

Anyone can follow the school's social media accounts. However, weekly checks will take place by a nominated member of staff to check recent followers. Any user following the school's accounts that is deemed unsuitable or not adding any value to the school will be blocked. A member of the SLT will make this decision on a case-by-case basis. Parents will be encouraged to follow the official school accounts to receive the information the school is posting to social media.

Members of staff should not follow the school social media accounts unless their account is strictly for professional purposes only.

What is inappropriate content and referencing and how will it be dealt with?

Burnt Tree Primary School welcomes referencing, interaction or mentions.

However, the school deems any of the following as inappropriate:

• Offensive language or remarks aimed at the school, its staff, parents, governors or others affiliated with the school;

• Unsuitable images or content posted into its feed;

• Unsuitable images or content finding its way from another's account into the Burnt Tree Primary School feed.

• Images or text that infringe upon copyright;

• Comments that aim to undermine the school, its staff, parents, governors or others affiliated with the school.

Any inappropriate content will be reported to the social media platform and its users will be blocked. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

Procedures to request the removal of content:

Should you find something on one of Burnt Tree Primary School's social media accounts that you would like removed, you will need to email your request in writing stating your reasons to: burnttree.admin@burnttree.sandwell.sch.uk

If your request is urgent, you can contact the school on: 0121-557-2967