



Hopelands Preparatory School

38/40 Regent Street, Stonehouse, Gloucestershire, GL10 2AD

FACEBOOK POLICY

1. Introduction

The Hopelands School Facebook page (known as the page from here-on) is run by the school. It is managed by the Leadership team of the school which falls under the responsibility of the Governing Board.

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

2.1. The Head and the Bursar will decide on and authorise page updates on a regular basis. The Bursar will have sole responsibility for posting comments and will communicate in a positive, accurate, respectful and responsible manner. They will uphold and promote the values of the school at all times.

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

2.3. 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 Head/Bursar/Class teacher.

2.4. Under no circumstances, without parental permission, 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. In the event where the Head/Bursar would like to celebrate an exceptional achievement of one of the pupils by naming them on the page, express written parental permission will be obtained prior to the posting.

3. Photographs and videos

3.1. 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.

3.2. Only the Bursar has permission to upload photographs and videos on to the page. This is because they are aware of the parental permissions held by the school.

3.3. 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.

3.4. 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

4.1 The page will be moderated daily by the Bursar who is authorised by the Head Teacher.

4.2 All visitors to the page are asked to inform the Head Teacher / Bursar of any inappropriate comments, behaviour or concerns they have relating to the page.

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

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

5. Misuse

5.1. In the event that an inappropriate or offensive comment is made it will be recorded by the Bursar (screen shot) and brought to the urgent attention of the Head Teacher. The Head Teacher/Bursar 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 Head Teacher and Bursar reserve the right to remove any comments that are deemed inappropriate.

5.2. In the event that a child is described or named (whether in the main post or within comments), it will be recorded by the Bursar (screen shot), immediately deleted and brought to the urgent attention of the Head Teacher.

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

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

6. Restrictions

6.1. 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.

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

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

This policy was adopted at a meeting of

Hopelands Preparatory School

Held on

March 2017

Date to be reviewed

March 2018

Signed on behalf of the senior management team



Name of signatory

Sheila Bradburn

Role of signatory

Head

Signed on behalf of the Governing Body



Name of signatory

Richard James

Role of signatory

Chair of Governors