



National
Autistic
Society



Church
Lawton
School

Social Media Policy

Title of Policy	Social Media
Date of adoption	January 2017
Date ratified by Governors	March 2017
Reviewed	January 2020
Date of Next Review	January 2023

Objective

The Objective of this policy is to explain acceptable use of Facebook/Twitter relating to Church Lawton School's Social Media accounts for paid staff, pupils, agency staff, parents, governors and volunteers. The policy will therefore aim to explain the purpose of Social Media in Church Lawton School and the benefits that will arise from its proper use, and also deal with any potential pitfalls from using social media.

The Primary Purpose of Church Lawton School Social Media Accounts

Church Lawton School Social Media accounts will be used primarily to be followed by staff, parents and other professionals in order to advertise the excellent work by staff, pupils, parents and governors. Similarly, they will also contain information detailing special events in school. The aim of this is to run alongside more traditional methods like newsletters and letters; **not to replace it.**

Who controls content for Church Lawton School?

The uploading of content will be controlled by members of the Senior Leadership Team and a selection of approved staff. They alone will be responsible for password protection and uploading of content. Church Lawton School has a firm commitment to safeguarding children in all aspects of its work.

Who can follow Church Lawton School?

All school Social Media accounts will be open to all followers however we reserve the right to block accounts deemed inappropriate or offensive to ourselves and/ or others.

Who will Church Lawton School Social Media Accounts follow?

In order to protect ourselves from inappropriate content being distributed into our news feeds, Church Lawton School Social Media accounts will not actively seek to follow other users. However, exceptions may be made where following an @ handle and/or other Facebook/Twitter Account has obvious benefits to the school. Once again, these will be decided on a case-by-case basis at the discretion of the SLT. **Church Lawton School sees itself more as a distributor of information to those who follow it and not as a receiver of information.**

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

Unfortunately, there is no way to prevent people from making comments on posts through Facebook. In order to protect ourselves further from inappropriate content being posted in our news feeds a notification will be received when a comment is made and comments will be reviewed on a working day basis and deleted as appropriate. Administrators of the account will be able to share information to other sites deemed as appropriate by SLT.

We will also not tolerate any referencing, mentions, or interactions on any Social Media sites that posit the school in a negative light. Church Lawton 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 schools feeds.
- Images or text that infringe upon copyright or lead to legal implications
- Comments that aim to undermine the school, its staff, parents, governors or others affiliated with the school.

Under no circumstances should a child's surname be published on the dedicated Church Lawton School social media sites. And at no time should a member of staff or volunteer engage in conversations on these sites with a parent and/or child or any other person related to the school.

All staff, volunteers, governors, parents and pupils at Church Lawton School have a responsibility to ensure that they protect the reputation of the school, and treat colleagues and members of the school with professionalism and respect.

Any persons known to be posting inappropriate content about Church Lawton School on any Social Media page will be deleted and its users will be removed, blocked, and, depending on the nature of the comment, reported to either Facebook/Twitter. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

All employees must adhere to, and apply the principles of the policy in all aspects of their work. Failure to do so may lead to action being taken under the disciplinary procedure.

Review of Policy

This policy will be reviewed at least three yearly or earlier if technologies change.