



Responsible use of Social Media Policy

Reviewed on: December 2018

Reviewed by: J Rosser

Next Review Due: December 2021

***This policy has been written to reflect the school mission statement
“Discovering, Learning, Believing Together”.***

High Ham Church of England Primary School recognises the value of social media in supporting the work of the school. We know that social media represents a fundamental shift in the way we communicate with each other at work, home and school. However, it is important that as users of social media, everyone understands the consequences as well as the benefits.

High Ham Church of England Primary School recognises that individuals are entitled to express themselves freely and that there are enormous benefits associated with parents using social media in support of the school.

Social media can:

- Facilitate parental involvement in the life and work of the school
- Enhance communication between the school and parents
- Challenge traditional models of communication, making contact and dialogue easier
- Enable parents to collaborate online

When communicating, posting or agreeing to comments electronically, we ask that everyone considers the impact this may have on children, staff and other parents.

If anyone identifies themselves as members of the school community, they should not act in a manner which might unintentionally bring the school or the PTA into disrepute. Everyone should be aware that posting certain information or comments about the school, other parents, staff or children, may have unforeseen negative consequences for individuals and for the reputation of the school.

High Ham Church of England Primary School respectfully asks everyone not to make comments of an abusive, harmful or offensive nature about individuals.

Please consider the following questions before posting materials online:

- Might this comment reflect poorly on you, the children who attend the school, staff or other parents in the local community?
- Are you confident that the comment, if accessed by others (parents, teachers, young people, and members of the wider community) would be considered reasonable and appropriate?
- Is your intention to post this material driven by personal reasons?
- Would you be happy if the comment you posted was written about you?

It is important to bear in mind that electronic messages are not anonymous and can be tracked and remain indefinitely on the internet. Social media sites archive content posted, even when deleted from online profiles. Once information is placed online, the author no longer controls it and it is there forever.

Thank you for your continued support in using social media appropriately to maintain the highest standards of communication in relation to the work of the school.