



THE WILLIAM AMORY PRIMARY SCHOOL

Stallington Road,
Blythe Bridge,
Staffordshire ST11 9PN
01782 394900

office@williamamory.staffs.sch.uk
headteacher@williamamory.staffs.sch.uk
williamamory.co.uk

NEW – FACEBOOK ACCOUNT

Dear Parent/Carer/Friend,

The William Amory Primary school communicates with parents in the following ways: weekly newsletters emailed to parents and available at both Key Stages; texts; in person at the beginning and end of the day; in person by appointment; via the school website; via our electronic diary. Until now avoided social media such as Twitter and Facebook, as there are significant concerns about their suitability.

We are aware, however, that many of our parents have these accounts and will access them regularly. We also know that emails can easily get lost and texts can be very intrusive. For that reason we are trialling a Facebook page to help with communication. We have decided that Twitter does not suit our purposes.

The Positives of Facebook

We will use Facebook to celebrate successes and to provide information about events that have happened or are coming up. We will not be using Facebook for the following:

- To publish photographs or children's names;
- To replace the newsletter, texts or appointments;
- To issue homework or similar;
- To enter into any correspondence or engage in dialogue of any form.

The negatives of Facebook

One of the concerns about Facebook is trolling or similar. Should you wish to like a post or page then, of course, you are free to do so. However, we expect all to observe the following, *very reasonable*, rules:

- No names of children, parents (other than your username which can be seen by all);
- Staff names should be avoided unless it's something like, "Thank you Mrs X for the trip."
- No dialogue between viewers (we ask this to stop viewers responding to potential trollers);
- No negative comments. Should you have an issue with something in the school please book an appointment to see the member of staff, the Headteacher or the Governors. This is not the place for it.

The school reserves the right to block any user for any reason without notification. Viewers will be blocked from making comments for violations of the above or for actions not consistent with the ethics of the school.

This blocking WILL BE PERMANENT. A viewer may request a lift from the ban in writing to the Governors who will then review the block at the next available Full Governors Meeting. Neither a member of staff nor the Headteacher will enter into discussion about lifting the ban - it should be noted that this decision is the remit of the Governors and the governors alone.

Yours

Mr B Wilken
Headteacher.

FACEBOOK – SCHOOL FACEBOOK POLICY

1. Introduction

The William Amory Facebook page (known as the page from here-on) is run in partnership by the school and the PTFA. It is managed by Headteacher and is the responsibility of the Governors.

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.

2. Posts and Comments

- 2.1. The headteacher will decide on and authorise administrators that will be responsible for updating the page on a regular basis. The administrators will communicate in a positive, accurate, respectful and responsible manner. They will uphold and promote the values of the school vision statement at all times.
- 2.2. All parents and carers are also welcome to post their thoughts and ideas on the page, and to like, share and comment on postings. We would 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/Class teacher.
- 2.4. Under no circumstances 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.
- 2.5 The administrator reserve the right to block any viewer whose comments are deemed as against the ethic of the school or are negative towards the school.

3. Photographs and videos

- 3.1. Photographs of children will not be used on Facebook in the first instance. This is may be reviewed but would require parents to inform of an additional permission for photos on social media.
- 3.2. Only authorised administrators have 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 (eg. Cheadle & Tean Times) where children may be photographed and named.

4. Site moderation

4.1 The page will be moderated daily by administrators that are authorised by the Head Teacher.

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

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

5. Misuse

The definitions of misuse conveyed to parents include:

- No names of children, parents (other than your username which can be seen by all);
- Staff names should be avoided unless it's something like, "Thank you Mrs X for the trip."
- No dialogue between viewers (we ask this to stop viewers responding to potential trolls);
- No negative comments. Should you have an issue with something in the school please book an appointment to see the member of staff, the Headteacher or the Governors. This is not the place for it.

5.1. In the event that an inappropriate or offensive comment is made it will be recorded by an administrator (screen shot).

5.2 The administrator will block any user who makes inappropriate or offensive comments. The school will not enter into correspondence about differing opinions of "inappropriate" or "offensive."

5.3 The school will not notify any person that they are blocked. The school deem it reasonable to ask viewers to view use Facebook for information and refrain from posting negative comments.

5.4 A viewer can request the ban be lifted in writing. This should be addressed to the governors and will not be reviewed until the next full governors meeting.

5.5. The school reserve the right to report an 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.

September 2016

Yours

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