



# Brunswick Park Primary School

*Learning for living through Respect, Support and Challenge*

**SOCIAL MEDIA INFORMATION DOCUMENT**

**2023-24**

## **Social Media Information document**

### **AIMS**

The aim of this document is to explain acceptable use of social media relating to Brunswick Park Primary School accounts. The document will therefore aim to explain the purpose of Social Media accounts for Brunswick Park Primary School and the benefits that arise from its proper use, and outline how the school will deal with any potential pitfalls from using social media.

Brunswick Park Primary School social media account will be used and followed principally by staff, parents and other professionals in order to advertise the excellent work by staff, pupils, parents and governors, and to celebrate the success and achievements of the children. Similarly, it will also contain information detailing special events in school. The aim of this is to run alongside more traditional communication channels, such as letters, the website and text messaging service. Social media accounts will not be used to replace these systems. Whilst using social media, all staff will be expected to demonstrate safe and responsible use of all relevant platforms.

### **Social Media control and usage**

The uploading of content will be controlled by members of the school's teaching staff and will be overseen by the school's Senior Leadership Team. They alone will be responsible for password protection and uploading of content. The school's social media accounts will only tweet between the hours of 7am and 8pm between Monday and Friday. No private messages will be sent using the school's social media accounts. Any contact to followers should be made using other methods.

### **Social Media followers**

At present, the Brunswick Park Primary School, social media accounts are open to all followers. However, we reserve the right to block accounts deemed inappropriate or offensive to ourselves and/or others. Staff wishing to follow Brunswick Park Twitter accounts may do so as long as they don't use their personal accounts to represent school views. Under no circumstances should staff members follow parents or students. Professional accounts should be used to advertise the school in a positive light and promote useful information to their followers.

In order to protect ourselves from inappropriate content being distributed into our news feeds, Brunswick Park social media accounts will not actively seek to follow other users. However, exceptions may be made where following an @ handle has obvious benefits to the school (children's author or an educational account). These will be decided on a case-by-case basis at the discretion of the user.

### **Inappropriate content and referencing**

Brunswick Park Primary School welcomes any referencing, mentions, or interactions that posit the school in a positive light only. Therefore, Brunswick Park 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.

- 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 deleted, and its users will be removed, blocked, and, depending on the nature of the comment, reported to digital platform regulators. Furthermore, incidents of a more serious nature may be reported to the police.

### **Social media content**

Brunswick Park social media accounts will not be used to post photos of children without prior permission from their parent/carer. If permission to share a child's face has not been given by a parent/carer, the school will post photos of a child's work and learning. For example, we may share a photo of a child creating a piece of artwork that features the child's hands or back of the head.

This document should be read in conjunction with the following policies:

- Computing Policy
- Online Safety Policy
- Social Media Policy

**September 2023**  
**This document will be reviewed annually**