



Sheiling School Thornbury

SOCIAL MEDIA POLICY

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| | Date | By | Changes Made |
|---------------------|------------|-----------------------------|--|
| Created on | 19/05/2022 | Claire Nolan | |
| Frequency of review | Annually | | |
| Last Reviewed on | 18/10/2023 | Claire Nolan & Sarah Patten | Addition of 8. Breaches of this policy |

1. INTRODUCTION

Social Media forms a range of versatile tools that can be used in several ways. As a communication tool it can broadcast information, enabling a quick way to share information about Sheiling School (the school) in the form of text, pictures, video and/or audio. It can be used to have direct communications with third parties on a one-to-one, one-to-many or many-to-many basis, or it can make use of provided information to see who the school is engaging with.

2. SAFEGUARDING

Confidential or sensitive information will never be put online or shared via direct contact on social media. Furthermore:

- The school will not post the full name of any child on our social media channels.

- The school will not post photos of children or staff without prior written consent to do so.
- If any third party deliberately or accidentally names or otherwise identifies a child on our social media, it will be removed as soon as is possible.

3. REPOSTING OF INFORMATION

Sheiling School cannot control any screenshots, private or direct messaging or image saving done by third parties.

It is important for parents and staff to understand that, when giving their consent, the school cannot control the re-posting of information.

4. ACCESS TO INFORMATION

The Data Protection Act 2018 provides a regime for access to information based on specific requests.

It is recommended, on safeguarding grounds, that dedicated work accounts are used and managed by the school. Any official school account should be tied to school e-mail addresses and ensure that there is transparency within the school on who has access to these accounts.

The Fundraising & Media Team will be responsible for managing access to the dedicated social media accounts for the school.

5. CREATING COMMUNITY

The Fundraising & Media Team are committed to engaging with our community. We aim to post regularly during term-time and to respond to any comments as quickly as possible.

The Fundraising & Media Team will also monitor post metrics to enable the school to analyse engagement and to improve our social media content based on feedback.

6. HANDLING COMPLAINTS OR NEGATIVE COMMENTS

Negative comments or complaints will be removed and if appropriate, the individual concerned will be contacted and invited to open a conversation on the point raised or provided with details of our complaints process.

7. STAFF PERSONAL SOCIAL MEDIA ACCOUNTS

Staff should refer to our Acceptable Use Policy for further information about staff personal social media accounts.

8. BREACHES OF THIS POLICY

Any breach of this policy that leads to a breach of confidentiality, defamation or damage to

the reputation of the School or any illegal acts or acts that render the School liable to third parties may result in legal action, disciplinary action or sanctions in line with the School's policies.