

Facebook Policy



Agree Date	Review Date	Persons Responsible	Designated Governor
March 2024	March 2026	Mr. Smith	Rev. Keaveney

1. Introduction

The Earlview Primary School and Nursery Facebook page is run by the school and is managed by the school social media Co-ordinator.

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, advice, suggestions, songs, books and photos of activities.

2. Posts and Comments

2.1. The principal 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 always uphold and promote the values of the school.

2.2. All parents and carers are welcome to like, share and comment on postings. We would request that they do so in a similarly positive, respectful, and constructive manner and do so without naming any of the children photographed.

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 principal or 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.

3. Photographs and videos

3.1. Parents are asked to fill in a permission form for the school to use their child's photograph on school publicity materials including the school Facebook page.

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 settings 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.

4. Site moderation

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

4.2 All visitors to the page are asked to inform the principal 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

5.1. In the event that an inappropriate or offensive comment is made it will be recorded by an administrator and brought to the urgent attention of the principal.

The principal will speak to the individual(s) involved and explain the purpose and ethos of the page, and why their comment / behaviour is inappropriate or offensive. We will ask the individual to remove the posting. Ultimately, the School reserves the right to remove any comments that are deemed inappropriate.

5.2. In the event that a child is described or named (whether in the main post or within comments), it will be recorded by an administrator, immediately deleted and brought to the urgent attention of the principal.

5.3. Frequent reminders are put on the Facebook page to remind readers not to name children in photographs.

5.4. In the event that an inappropriate or offensive comment is made by someone who is unconnected to the school, the principal will respond accordingly. The response will depend on the content of the post but may include deleting the comment and banning the user or reporting the post to relevant external bodies.

5.5. If any individual repeatedly makes inappropriate comments (two times or more), the school has the discretion to ban the offending individual from the page and (where appropriate) report the 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 13 years of age.

6.2. The Principal also has the discretion to remove or ban any followers that are known to be under 13 years old.