



ST MICHAEL'S C OF E PRIMARY SCHOOL School's Social Media Accounts Policy

Reviewed: May 2025

Next Review Date: May 2027

Our School Vision

As a school community, we aspire to develop life-long learners who have the confidence to explore the world around them and grow as unique individuals. We provide a safe family environment, inspired by Christian values, in which the flourishing of each enables the flourishing of all.

'This little light of mine, I'm going to let it shine!'

'Let your light shine before others, so that they may see your good works and give glory to your Father who is in heaven.' Matthew 5:15

Social Media Accounts Policy

Rationale

Having an online presence through social media accounts, such as Twitter and Facebook, can be extremely useful for schools, not only for connecting with parents, but also for connecting with the local community and past pupils.

It is also important in attracting potential enrolment to the school. Our school website www.st-michaels-school.org is an essential part of this, but internet users must visit the website specifically and on a regular basis to receive this information. By having a Facebook and Twitter Account, all information is fed directly into the news feeds of our followers.

Aims:

- To enhance our communication network through a Twitter and Facebook account. We will also continue to use the school website, ParentMail and paper copies.
- To use social media as a means of marketing the school to a wider audience and raise awareness of the school.
- To facilitate communication and networking opportunities between parents, especially new or prospective parents.
- To publicise school events and School Association events.
- To use Facebook and Twitter as a means of contact with past pupils and past parents.
- To announce any new information as it appears on our school website or in newsletters.
- To highlight school achievements in a forum where they can be shared by the school community.
- To connect to direct more traffic to our school website.

Terms and Conditions of our Social Media Accounts

- The school social media accounts will be updated only by select school staff only.
- Users should not post anything on the page that could be deemed as offensive.
- Users cannot tag or post photographs of children on the page.
- Users should not add comments that can identify children.
- Parents and members of the public are able to add comments to posts if they wish. Any negative comments will be removed by the school.

- Followers should not advertise products or services on our social media accounts.
- Communication with the school regarding school matters should continue to be via the school office and not through the social media accounts.
- Photographs (or video) of pupils are only published to the school's social media accounts where the school has signed consent from the parents.