

## **Social Media Policy (Leighton Academy Social Media)**

We publish information about our school and communicate with parents / carers in many ways:

- parents' evenings
- informal meetings
- newsletters
- email and text messages
- our own website
- social media

We welcome anyone who is interested in the life of our school to follow us and connect with us on the various social media sites that we use. At the moment this includes Twitter and Facebook. These sites allow us to communicate much more about day-to-day life in school; the kind of detail that wouldn't normally be enough for a newsletter or a meeting.

### **Use of sites**

It's important for everybody's safety that we are clear about how we use these sites and what is acceptable behaviour from the people who choose to follow us. We use our social media sites to publish information that is of general interest. We do not believe it is an appropriate place to discuss personal matters that are specific to individual members of our community, whether that be children, parents or staff.

### **Privacy**

- We will not publish photographs of children without the written consent of parents / carers
- We will not identify by surname any of the children featured in photographs
- We will not allow personally identifying information to be published on our social media accounts

### **Respect**

- We will not tolerate any form of bullying on our social media accounts
- We will not allow posts or comments that refer to specific, individual matters between the school and members of its community

- We will not tolerate any comments or posts that are defamatory, rude or abusive towards any member of our school community, whether that be children, parents, staff or governors

### **Our rules**

- Where allowed by the site, we welcome comments on the information we post. However, we reserve the right to delete comments and ban further comments from anyone who breaks the terms of our policy
- We will ban and report anyone who breaks the terms of service of the relevant social media platform. For example, Facebook's Terms of Service do not permit people under the age of 13 to open an account.