

USING SOCIAL MEDIA FOR SCHOOL POLICY

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Using Twitter for School

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1. Introduction

The purpose of this document is to offer additional advice and guidance specifically targeted at the development and use of social media within Falinge Park High Schools. This Policy should be read in conjunction with the staff E-Safety and Accessible use policy to ensure staff are fully aware of the expectations in this area. Social Media forms an important part of the strategy the school wishes to use in order to embed the two key areas of communication and community with our wider stakeholders. It is important that staff are informed and protected from the associate risks of using this communication method in order for the many benefits to be realised.

2. Benefits of Social Media Platforms

Each social media platform has it specific benefits and target audience. This is often based on the type of information that is shared on these platforms as well as the age demographic that uses them. For staff to better understand the use of a particular platform here is a list of the key benefits of each.

Twitter

- Good for connecting with agencies and other professionals
- Tweets are short bursts of information limited to 280 characters
- EduTwitter is an online community of educators and educationalists who share their view, resources and support
- Current and up to date information can be shared quickly with a broad audience
- Access to knowledge, good practice and key information

Facebook

- Good for connecting with parents from a centralised account only
- Key demographic of 30+ in terms of target audience age
- Widely used by parents and guardians
- Use of images and text to relay key information from the school
- Direct message function provides an interaction stream with those who are “friended” to the account

INSTAGRAM

- Good for connecting with students and parents
- Key demographic of 12+ in terms of target audience age
- Widely used by students and parents
- Sharing of image based communication including model work, assignments, notifications, messages, videos
- Connection with younger audience in an engaged media format

PINTEREST

- Good for connecting with students related to a specific topic area
- Key demographic of 12+ in terms of target audience age

- Widely used by students
- Useful for faculty areas to provide a collection of information related to a specific topic or area of focus
- Can be used to enhance curriculum delivery and exposure to the wider context of an aspect of the curriculum

3. Different Account Types and User Guidance

Below are different types of accounts you can set up and what you are able to practise under them and what to avoid.

3.1 Twitter

All twitter accounts representing the school should identify who is in charge of that account in school. This information must be shared with Kiran Malik and Simon Ward who will maintain an accurate log of this.

3.1a Top level corporate account

- @Official_fphs
- Should be registered to institutional email addresses – potentially bespoke rather than individual
- Should be organised and monitored in the same way as school email, i.e. via IT
- Original comment and suitable retweets
- DO NOT FOLLOW STUDENTS
- CAN COMMUNICATE WITH STAKEHOLDERS FROM MENTIONS AND VIA DIRECT MESSAGES

3.1b Faculty or department corporate account

- @FphsMaths
- Should be registered to institutional (FPHS) email addresses – potentially bespoke rather than individual
- Use FPHS in your username with your department so it is easy to identify your link to the school
- Share your password with SWa and KM
- Should be organised and monitored in the same way as school email i.e. via IT.
- Sharing/posting content and information must not breach safeguarding or GDPR guidelines
- Content should be reviewed within the department prior to uploading. If in doubt check with SWA or KM.
- Original comment and suitable retweets
- DO NOT FOLLOW STUDENTS
- CAN COMMUNICATE WITH STAKEHOLDERS FROM MENTIONS AND KEEP DM'S CLOSED.
- SHOULD NOT COMMUNICATE WITH STUDENTS VIA DIRECT MESSAGES

3.1c Semi-pro' account

- Should be registered to individual personal email address
- Should not ID as a FPHS staff member (IF you want to keep it very clean cut and 'worry free')
- Should not post FPHS related material (IF you want to keep it very clean cut and 'worry free')
- BUT if you do, all your posts should be appropriate and professional
- Suitable original comment and suitable retweets in terms of your area of expertise or professional interests
- DO NOT FOLLOW STUDENTS IF THEY FIND YOU

3.1d What is a 'suitable' retweet?

- Do not retweet students whether past or present
- Check to see what else is on the timeline of the account you are retweeting– is the content acceptable and appropriate if affiliated with our school
- Ensure it doesn't enable bullying or abuse
- Ensure the language is appropriate
- Avoid controversial figures or images

3.2 Facebook accounts

3.2a Top level corporate account

- www.facebook.com/OfficialFPHS/
- The account is administered by A.Baron with material being approved by S.Ward (SWA) and K Malik (KM)
- The log in details for this account is shared with these three people and J.Allen
- Setting should be set so that external stakeholder cannot publically post on our page but are able to make contact via a review or direct message
- Comments are also to be hidden on posts within our page
- DO NOT FRIEND STAKEHOLDERS
- RESPONSES TO DM MESSAGES CAN BE MADE IN CONJUNCTION WITH SLT PERMISSIONS

3.2b Faculty or department corporate account

- Handle linked to area eg /OfficialFPHSMaths/
- Should be registered to institutional (FPHS) email addresses – potentially bespoke rather than individual
- Use FPHS in your username with your department so it is easy to identify your link to the school
- Share your password and log in information with SWa and KM
- Should be organised and monitored in the same way as school email i.e. via I.T.
- Number connect to the account is the school telephone number 01706 631246
- Sharing/posting content and information must not breach safeguarding or GDPR guidelines

- Content should be reviewed within the department prior to uploading. If in doubt check with SWA or KM.
- DO NOT FRIEND STAKEHOLDERS
- AVOID COMMUNICATION WITH STAKEHOLDERS BY DM. ANY ISSUE NEEDS TO BE REPORTED IMMEDIATELY VIA THE APPROPRIATE CHANNEL

3.3 INSTAGRAM accounts

3.3a Top level corporate account

- **@fphs_official**
- The account is administered by K.Malik with Material being approved by S.Ward (SWA) and Social Media Team
- The log in details for this account is shared with these two people only
- Sharing/posting content and information must not breach safeguarding or GDPR guidelines
- Account is listed under a business account and therefore is public to view on a website link as well as on the app
- Followers are able to comment under posts which can be viewed publicly if the comment function is enabled
- Students, staff and stakeholders are allowed to follow the page but must not be followed back
- RESPONSES TO DM MESSAGES CAN BE MADE IN CONJUNCTION WITH SLT PERMISSIONS

3.3b Faculty or department corporate account

- There is currently no requirement for a faculty/departmental corporate account run for INSTAGRAM

3.4 PINTEREST accounts

3.4a Top level corporate account

- There is currently no requirement for a top level corporate account run for PINTEREST

3.4b Faculty or department corporate account

- Display name and Username eg FPHSMaths
- Should be registered to institutional (FPHS) email addresses – potentially bespoke rather than individual
- Use FPHS in your username with your department so it is easy to identify your link to the school
- Link to other social media accounts should only be other institutional corporate accounts
- Share your password with SWa and KM
- Sharing/posting content and information must not breach safeguarding or GDPR guidelines

- Content should be reviewed and monitored within the department prior to uploading. If in doubt check with SWA or KM.
- Pins and Boards created should only link to key areas curriculum constructs and areas of focus
- DO NOT FOLLOW STUDENTS
- SHOULD NOT COMMUNICATE WITH STUDENTS VIA DIRECT MESSAGING FUNCTION WITHIN APP

4. Privacy and Safety

When establishing the School or Faculty social media account it is your professional responsibility to ensure that your privacy and safety are set to protect you and the organisation. You must ensure the following guidance is implemented on construction of an account. You must also review the school E-safety and Accessible use policy. For support with individual privacy and safety setting please contact K Malik or S Ward for further advice and guidance.

5. GDPR and Safeguarding Students

Staff are encouraged to share the achievements and work of pupils to make social media pages relevant and engaging. However, before uploading any content, you have a professional responsibility to perform a series of checks.

Ensure that you have the full consent of the child and that there is no conflicting information on SIMS which would prevent you from sharing the content. Eg the students has not provided photo consent in SIMS or there is a note on the SIMS account identify that images of the child should not be shared.

Staff need to seek permission in line with the E-safety policy to take images or video of students on an approved device. Once permission is granted pupils must provide consent for their image to be used on social media, in line with our GDPR policy. When you have taken and published images of pupils on a device, it is your responsibility to delete from the approved device's camera roll, deleted items folder and any cloud storage that the device is linked to.

Consider the information that you are sharing in the public domain. Ask the key question "Does this unintentionally put the child at risk by making this information public?" An example of this could include sharing information which identifies the child at a known location and time.

If you are uncertain contact Lisa Ripley (DPO) or Simon Ward in her absence for guidance. Further information and guidance related to GDPR can be found within the whole school GDPR and Data protection policy on the website.

In relations to safeguarding advice please contact Julia Turrell (DSL) or Kate Broadhurst (Safeguarding officer) who can explore your concern further.