



8.09

School Facebook Page Policy

Maintaining an online presence is vital for schools, not only in terms of keeping the school community up to date with school events, but also in terms of attracting potential enrolment.

Whilst having a school website is an essential part of school life in today's environment, web users must specifically visit the school website to receive information.

By having a school Facebook page the school is feeding school information, news and notices directly into the personal news feeds of parents and the wider school community.

Aims

The purpose of having a school Facebook page is:

- To continue to advance our school information system with information shared via Facebook, along with the existing methods of paper notes, email and the school website.
- To publicise and increase awareness about current school events.
- To announce updated information that appears on our school website via Facebook.
- To highlight positive school achievements in a forum where they can be shared by the school community.
- To use Facebook as a means of marketing the school to a wider audience.
- To have a Facebook feed embedded on the homepage of the school website.
- To engage the community that Silverhill School & Day Nursery serves and to be a component of our school's online presence.
- To maintain contact with past parents and past pupils.

Terms of use of Silverhill School & Day Nursery Facebook page

Our Facebook page is regularly monitored and posts are 'approved' before publishing, however we still ask all users to adhere to the following terms:

- Users should not share anything that may compromise the safety of any member of the school community. No personal information of pupils, parents or staff is to be transmitted.
- Users should not post anything on the page that could be deemed offensive. Inappropriate or harmful comments/content will be removed immediately.
- Users should not share any information that is confidential.
- Users cannot tag photographs of any person (adults or children) on the page.
- Users should not engage in giving negative feedback on the Facebook page.
- Users should engage in any discussions in a positive and respectful manner.
- Users should not ask to be 'friends' with staff as a failure to respond may cause offence.
- Users cannot advertise products and services on our school Facebook page.
- Users found to be in breach of the terms of use will be automatically banned from the site.

Age limit

Facebook lists a minimum age requirement of 13 and all parents are reminded that children under the age of 13 should not be on Facebook.

This policy was adopted by	Silverhill School & Day Nursery
Date	January 2019
Review Date	January 2020
Name of signatory	Jenifer Capper
Role of signatory	Headmistress