



# **Friends of Leonard Stanley School (FOLSS)**

## **Social Media Policy**

**Title: Social Media Policy**

**Person(s) who created policy: Jo Byrne**

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**Date for next review: March 2023**

## **Friends of Leonard Stanley School (FOLSS)**

### **SOCIAL MEDIA POLICY**

This policy explains how our association uses social media. It is available and applies to all members of our association.

#### **Key principles**

Everyone associated with FOLSS and Leonard Stanley CE Primary School has a responsibility to ensure that they protect the reputation of FOLSS, the School, and to treat, staff, parents/guardians and children with the professionalism and privacy that they deserve.

It is important to protect everyone in FOLSS and those at Leonard Stanley CE Primary School from any allegations and misinterpretation/misrepresentations which can arise from inappropriate use of social networking sites.

Safeguarding children is a key responsibility of all FOLSS members and it is essential that everyone considers this and acts responsibly if they are using social networking sites out of School. Anyone as a member of or associated with FOLSS must not communicate with children via social networking.

No photos, videos or other images should be posted to any public or restricted availability website without full permission and knowledge of the parents or guardians of all children involved.

This limitation extends to publishing any names of children or families without permissions as outlined above.

#### **Details of the Social Media used by our association**

Friends of Leonard Stanley School (FOLSS) uses a website [folss.org.uk](http://folss.org.uk), Twitter @FriendsofLSS and Facebook

#### **Access to & permitted use of Social Media used by our association**

##### **WEBSITE**

The FOLSS website is an open site apart from a password protected 'Members Area' (for Committee Members access only). The website can be viewed by any user without permission being given by Friends of Leonard Stanley School (FOLSS) except for the 'Members Area'.

##### **TWITTER**

The FOLSS Twitter page is an open page, allowing anyone with an interest to follow us and respond to one of our tweets without permission being given by FOLSS. FOLSS also 'follow' relevant organisations and individuals.



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### FACEBOOK

Friends of Leonard Stanley School (FOLSS) Facebook page is a members only group. Facebook Groups are intended to be a community centered on a common interest. Their purpose is to offer a way for people to interact with each other. The group will have a Chair(s) as the Admin who will manage the content and members of the group. Post from members will be reviewed before being posted.

### WHATSAPP

Friends of Leonard Stanley School (FOLSS) uses WhatsApp, but does not have a dedicated WhatsApp group. FOLSS publicises events and news via Class/Parent WhatsApp groups that have a Committee Member as a group member. FOLSS and its Committee Members do not have admin rights for these groups and anyone can be added to these groups.

### MESSENGER

Friends of Leonard Stanley School (FOLSS) uses Messenger, but does not have a dedicated Messenger group. FOLSS publicises events and news on Class/Parent Messenger groups that have a Committee Member as a group member. FOLSS and its Committee Members do not have admin rights for these groups and anyone can be added to these groups.

### How Social Media is used by our association

It is used to communicate with members, promote events and ways people can support the organisations, to recruit volunteers to support FOLSS activities and to thank supporters.

### Usage that is not permitted

FOLSS Committee Members when using Social Media for the purposes above are not permitted to discuss any aspect of the School other than FOLSS and its activities and should not be used to promote any business other than where this is done for the benefit of FOLSS. Inappropriate posts/comments including any derogatory content, will be requested to be removed by the Chair.

### Photographs

FOLSS uses stock and original photography to help promote its activities. Permission is mandatory, and must be sought, from the person(s) featured in the photographs. If the photograph is to include children, the parent/guardian (if child under 18 years) must give permission for their child(dren) to appear in the photograph.

### Image use

1. The School obtains permission from parents/carers to be able to use images of children or their work, taken on school premises or during School activities. These can be used on the FOLSS website only and **not on Social Media.**
2. **Images are only used where permission is granted** and any group images are only used when FOLSS have permission to use the images of all of the children present. FOLSS must therefore control what images are used when taken on School premises in relation to/or during FOLSS activities.
3. Any images of School staff, children or anyone directly connected with the School whilst engaged in FOLSS activities are **not allowed to be posted on Social Media websites.**
4. The names of the children featured in the images must not be stated, implied or associated with their image in any way on the FOLSS website or on Social Media.



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5. **Only URL links from the FOLSS website that DO NOT** have images of children linked to the School (even with permission) are able to be shared on Social Media.
6. Due to safe-guarding and child protection considerations, the School does not allow parents and carers etc. to take images of children whilst on school premises or at school functions (including FOLSS activities). The only exemption to this are images taken, in relation to FOLSS activities ONLY, by the Chair of FOLSS (who is DBS (Enhanced) Certified and who is responsible for the FOLSS Website, FOLSS Twitter Feed and who is the FOLSS Data Protection Officer). Please refer to Point 2 above re Permissions granted.

NB All photos and images used will only contain images of pupils where prior agreement has been granted by parents and carers (through the School's Digital Images Permission Form. See Appendix 6 of the School's E-Safety and Acceptable Use Policy).

### **Who manages/administrates the FOLSS Website/Twitter Feed/Facebook**

Only the Chair(s) of FOLSS who is DBS (Enhanced) Certified and who is the FOLSS Data Protection Officer is permitted to administrate and manage the FOLSS website/Twitter Feed.

### **In addition to the above everyone must ensure they:**

1. Do not disclose confidential, personal or otherwise sensitive information; or the disclosure of information or images/name identification that could compromise the security of FOLSS the School, or its children.
2. Use social networking sites responsibly and ensure that no personal or professional reputation is compromised by inappropriate postings.
3. Are aware of the potential of online identity fraud and to be cautious when giving out personal information about themselves which may compromise their personal safety and security.

### **Application of this policy**

By using the FOLSS website, FOLSS Twitter feed, Facebook and any other Social Media platform you are accepting the terms of this policy. If you do not accept these terms FOLSS do not accept responsibility for your actions that are in any way related to FOLSS and their activities and any personal consequences that result therein.

### **Availability of this policy**

This policy is publicly available through the FOLSS website [folss.org.uk](http://folss.org.uk), is sent to and reviewed biennially by all Committee Members of FOLSS for whom an email address is held and is referenced as part of the information stated in our Data Protection Policy.