

St. MacNissis
Primary School



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St MacNissi's Primary School and Pre-School Facebook Policy

Overview

Social networking sites such as Facebook have changed the way people communicate and interact with each other. People worldwide use Facebook which has an age restriction of 13 years old. These new and emerging technologies are giving Local Authorities and educational settings the opportunity to establish and maintain connections between schools and their client groups.

‘Social media’ is the term commonly given to websites and online tools which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests. As the name implies, social media involves the building of communities or networks, encouraging participation and engagement.

Aims of Using Facebook:

To quickly share and celebrate children’s achievements, successes and school updates.

To demonstrate safe and responsible use of social media

To encourage the use of 21st Century technology

Rationale

The rationale of this policy is to explain acceptable use of Facebook relating to the St. MacNissi’s P.S. Facebook Page for staff, children, parents and governors. The policy will therefore aim to explain the purpose of Facebook in St. MacNissi’s P.S., the benefits that will arise from its proper use and also deal with any potential pitfalls from using a web2.0 technology.

What is Facebook?

Facebook is a popular free, social networking, website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. Facebook is targeted at older teenagers and adults. They have a no-under 13 registration policy and recommend parental guidance for 13 to 16 year olds.

The following are extracts from Facebook privacy policy:

“If you are under age 13, please do not attempt to register for Facebook or provide any personal information about yourself to us. If we learn that we have collected personal information from a child under age 13, we will delete that information as quickly as possible. If you believe that we might have any information from a child under age 13, please contact us”

“We strongly recommend that minors 13 years of age or older ask their parents for permission before sending any information about themselves to anyone over the Internet and we encourage parents to teach their children about safe internet use practices. Materials to help parents talk to their children about safe internet use can be found on this help page”

Who controls content for St. MacNissi's P.S. Facebook?

The uploading of content will be controlled by members of the ICT Team, SMT and the Principal. They alone will be responsible for password protection and uploading of content.

Who can like St. MacNissi's P.S. Facebook?

When St. MacNissi's P.S. Facebook receives a 'Like', we will make informed decisions on a case-by-case basis as to accept or decline. These decisions will be based upon a number of factors:

- The name of the individual as read on their Facebook account and whether this name correlates to that of a parent on the SIMS database; is a member of staff; Is a school governor; is a known and proper person to the ICT Team or SMT;
- The quality of the biography of each individual as read in the bio section of their Facebook account;
- The images on view in the potential followers of St. MacNissi's P.S. Facebook account.

In most cases, one or more of the above will be enough to accept a follow request. In the unlikely event that a parent or other suitable follower is inadvertently rejected, the ICT Team or SMT will hear each individual on a case-by-case basis. These hearings will usually involve the prospective follower making themselves known in person to the above named persons Facebook details and should take no more than a few minutes.

Who will 'Like'?

In order to protect itself from inappropriate content being distributed, St. MacNissi's P.S. Facebook will be selective in who we seek to 'Like'. We will only seek to "Like" those whose who have obvious benefits to the school. Once again, these will be decided on a case-by-case basis at the discretion of the ICT Team or SMT.

St. MacNissi's P.S. Facebook sees itself more as a distributor of information to those who 'Like' it and not as a receiver of information.

What is inappropriate content and referencing and how will it be dealt with?

St. MacNissi's P.S. Facebook welcomes any referencing, mentions, or interactions that posit the school in a positive light only.

Therefore, St. MacNissi's P.S. deems any of the following as inappropriate:

- Offensive language or remarks aimed at the school, its staff, parents, governors or others affiliated with the school;
- Unsuitable images or content posted into its feed;
- Unsuitable images or content finding its way from another's account onto our feed or page.

- Images or text that infringe upon copyright;
- Comments that aim to undermine the school, its staff, parents, governors or others affiliated with the school.

Any inappropriate content will be deleted and its users will be removed, blocked, and, depending on the nature of the comment, reported.

In Summary

- The school Facebook account will be run by ICT Team and the SMT.
- Any Facebook members who appear to not be school focused will be removed and blocked.
- The school Facebook account will generally only operate between the hours of 8am and 8pm between Monday and Friday. The only time, outside of these times are for school events (e.g. football matches, trips, performances) or to share urgent school news (e.g. closures due to adverse weather).
- The school Facebook account will only 'Like' educationally link accounts. No personal accounts, unless they are educationally linked, will be followed.
- The school Facebook account **will not reply to any 'replies' or 'comments' on Facebook**. This is not the platform to discuss or debate school related issues.
- The school Facebook account will only use children's first names when referencing children.
- The school Facebook account will use Facebook to share positive messages about the school.
- The account may be used to share news and information during a school trip.
- Individually targeted content will not be posted e.g. "Well done Josh a better lesson today". Posts to a year group or class along the lines of "don't forget the..." are acceptable.
- By endorsing Facebook we may be encouraging children to use both so we will regularly reinforce e-safety rules such as *"Never post anything that would be potentially upsetting; make sure you know how to report anything you find that disturbs you; be careful who you talk to they may not be all they appear; never meet anyone from twitter world without telling your parents."* Etc.
- <https://www.facebook.com/legal/terms>