



Outwoods Primary School Facebook Policy

Rationale:

Social media and the internet can be extremely useful for schools, not only for connecting with parents, but also for connecting with the local community, past pupils and for keeping in touch with relatives / family that are not living in the area. It is also important in attracting potential pupils to the school. Our school website <https://www.ops.warwickshire.sch.uk/> is an essential part of this, but internet users must visit the website specifically and on a regular basis to receive this information.

By having a Facebook page on the other hand, all information is fed directly into the news feeds of our 'friends' e.g. Parents, local community, relatives etc.

The facebook page group is named 'Friends of Outwoods Primary School' and can be found by searching on Facebook.

Aims:

To enhance our communication network .We will also continue to use the school website and teachers2parents.

To advertise the school itself and increase awareness about the school

To use Facebook as a means of marketing the school to a wider audience

To facilitate communication and networking opportunities between parents, especially new or prospective parents and 'Friends of Outwoods Primary School'.

To publicise school events, fundraising e.g. School Fayres, plays and discos etc

To announce any new information as it appears on our school website

To highlight school achievements in a forum where they can be shared by the school community

To connect to our Facebook page from our school website

To make school announcements

Guidelines:

The school Facebook Page will be updated only by select school staff and select members of the 'Friends'. Users should not post anything on the page that could be deemed as offensive – anything that is deemed harmful / inappropriate will be removed immediately

Users cannot tag or post photographs of children on the page

Users should not add comments that can identify children

Users should not engage in giving negative feedback on Facebook. It is more appropriate to deal with the school directly on such issues.

Users will not mention individual staff members on the school page.

Users should not ask to become 'friends' with staff as failure to do so may cause offence.

Users should not advertise products / services on our school Facebook page

There will be an immediate ban should any user break any of the above terms and conditions.

Important:

Facebook has a minimum age requirement of 13.

All parents are reminded that children under the age of 13 should not be on Facebook

Please do not use the Facebook page to ask questions, these should be sent to the office using the admin2083@welearn365.com email.

Facebook is only monitored between 9am and 3pm- no replies will be given outside of these hours.

September 2020