



Pocklington Community Junior School

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Dear Parents / Carers,

Social Media Guidelines

We introduced our social media feeds in September 2017 using both Facebook and Twitter (@PocklingtonCJS). Please find below the specific information relating to both Facebook and Twitter along with the disclaimers. We do see the use of these two channels as an extension of our website and newsletter with the content being similar.

We have created a Facebook page, rather than a closed group, so you need to be aware that along with the website, anyone will be able to see our feeds. Please see below for the specific measures we have put in place to help safeguard our children and the school.

Facebook Specifics

- Viewers will not be able to upload photos or videos to our page.
- Viewers will not be allowed to direct message us through the Facebook page.
- Viewers will not be able tag (name) people on the photos.
- The age restriction is set to 18+.
- The area is set to UK only.
- The profanity filter is set to strong.
- Inappropriate comments will be removed.

Twitter Specifics

- Our tweets will be protected – this means that we will approve requests to follow us. Please email schoolreplies@pocklingtonjuniors.co.uk to confirm your Twitter name.
- Tagging of photographs is turned off.

Guide to use

- In order to safeguard pupils we will disable tagging on photographs and will not name individual pupils in photographs. We request that parents/carers and others should also not identify pupils in the comments.
- We shall do our best to ensure that the postings on our page are in line with our aims. However, since we cannot monitor every conversation or posting we expect that users do not post content which falls into the categories listed below and we reserve the right to remove any posting which we deem unsuitable.
 - offensive, abusive, defamatory or insensitive;
 - fraudulent, deceptive or misleading;
 - unrelated or off topic;
 - those with an intention to provoke;
 - advertising or spam;
 - anything which infringes the intellectual property rights or privacy rights of others;
 - individually identify pupils or provide information which may place a child at risk.
- Any individual who persistently misuses this page shall be blocked access to the page. The Police may be contacted if any of the content is threatening or abusive in any way. These notes may be amended at any time.
- If you see content which you feel we would not endorse, or feel that someone is misusing the site then please contact us.

- Inappropriate comments or activity by parents or other persons will be dealt with in the same manner as if it was face-to-face.

FAQs

Will you be posting videos and photos of the children?

- Unless you have signed and returned the photo permission use form for your child we will not use photos of your child on our social media (this also includes our website).

Will parents be able to make comments on posts?

- Yes you will be able to comment on individual posts. We would ask you to be respectful if you do comment. Any comments containing profanity or derogatory remarks will be removed. If you have a concern regarding a post you should contact us via email, telephone or by coming to reception in the usual way.

Won't this open up the school or staff to abuse?

- We would rather be completely open, and hope that parents respect what we are trying to do.

Will we be able to post photos/videos of the children, or tag children within Facebook?

- No, in the interests of privacy and protecting children these functions will not be available.

Social Media Disclaimer

- Postings by others to this page may not be representative of the opinions of Pocklington Community Junior School, nor can we confirm their accuracy. We cannot control what is put on other Facebook pages and we cannot intervene regarding anything which is posted on a third party's Facebook page (or other website).
- Our Facebook page should not be used to discuss issues specific to individuals nor to raise or discuss any matter of concern. Contact should always be made directly with the school by telephone, by visiting the school or by email.
- Posts will adhere to our photographic policy. If you wish your child to appear on our social media, please complete our photo permission form.