



# St Helen's Catholic Infant School



## SOCIAL MEDIA POLICY: 2024-25

### Management of Social Media at St Helen's Catholic Infant School

It is our aim to ensure that the use of social media at the school is undertaken responsibly and that the confidentiality of children and staff and the reputation of the school are safeguarded.

You will be aware that social media and digital platforms are evolving quickly. We intend to observe the best possible practice in this digital environment, seeking to negotiate it wisely and with integrity for purposes of information, communication and PR. As with other school policies (which are updated annually or in accordance with legislative change) we will undertake to keep you informed of any relevant changes as they occur.

I would be grateful to you if you could read the policy through and then please send us your consent for the use of photographic images on our Twitter, Instagram and Facebook accounts. Consent will have been given initially at the point of your child's entry into the school to use photographs on our website and newsletter, but in view of our increasing use of social media, I would be grateful to you if you would send updated consent. Remember that when publishing material we never publish names and children are photographed in groups and not individually.

### **Benefits of Social Media (e.g. Twitter, Facebook, You Tube)**

- Improvement of communication links with Parents/Guardians.
- Promote the successes of the school and our children's to a wider audience.
- Allow greater engagement with school sport and promote shared values.
- Promote literacy and extended learning through the posting of links to relevant material.
- Help to maintain links with past Alumni.
- Allow for earlier notification of changes to extra-curricular timetable when it is affected by inclement weather.

### **Usage**

- Information regarding special achievements and events will be published as will other Departmental information such as fixtures and results for the PE Department.
- Information regarding the school day, such as what the children have been learning or what happened when visitors come to the school.
- Photographs of children will only be used if permission has been granted by a Parent/Guardian and a child's name will never be used (see enclosed Social Media Consent Form).
- Links to interesting articles will be shared in order to enhance learning opportunities.
- No direct messages will be sent via social media and no messages will be replied to.
- Political views, comments and opinions will be avoided.
- Due care and consideration will be taken before sending any tweet. A member of Senior Management will be responsible for managing the social media accounts. Content should only be tweeted if appropriate for a classroom environment.
- In the interests of safeguarding, all accounts will be overseen by the School's Senior Leadership Team and specifically the Safeguarding Lead.

*With Jesus alive in our hearts, we celebrate each other and learn together as a family.*