

Social Media policy



Approved by:	Gerry Oliver Head of School
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Last reviewed on:	April 2024
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Next review due by:	April 2025
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Related Documents

Permissions database
Photography and Filming Policy
Data Protection Policy and Procedure
Acceptable Use of IT
Child Protection and Safeguarding Policy & Procedure
Complaints procedure

Brighton & Hove Montessori School's website can be accessed at www.brighton-montessori.org.uk This webpage is for information purposes, providing details of Montessori education, school opening times, links to policies, procedures and contact forms.

Definition of social media

Social media is a broad term for any kind of online platform which enables people to directly interact with each other. It allows people to share information, ideas and views. Examples of social media include blogs, Facebook, LinkedIn, Twitter, Instagram and YouTube

Brighton & Hove Montessori School's social media channels are a communication and marketing tool for the school. We use it to:

- Promote certain events such as Open Days, PTA events, Trips, Calendar updates.
- Show photos of learning experiences, activities, trips, and events (with permissions for use of images).
- Update parents and families on staff achievements, training, and development.
- Give news.

Security of Site:

- Only office staff update and post on the school's social media channels.
- Password and login details are kept confidential within the office team.
- Parents/carers complete a 'Photography Permission Form' at point of admission to consent to any images of their child to be published on the school website and/or social media site.
- We do not publish personal details or full names (first and surname) of any child on a social media site.
- We will only use images of children that are suitably dressed to reduce the risk of images being used inappropriately.

Administrators of the account (office staff) are responsible for removing any posts that:

- Breach GDPR
- Name a specific person in a negative way.
- Are abusive or contain inappropriate language or statement
- Use defamatory, abusive or generally negative terms about an individual or the school
- Do not show proper consideration for other privacy
- Contain any photo of a child without necessary parental consent.
- Breach copy right law

Acceptable use:

When communicating with the school via official communication channels, or using private/independent channels to talk about the school, all individuals must:

- Be respectful towards members of staff, and the school.
- Be respectful of other parents/carers and children.
- Direct any complaints or concerns through the school's official channels (info@brighton-montessori.org.uk), so they can be dealt with in line with the school's complaints procedure.

The school's social media channels are not to be used to complain about or criticise the school or members of staff. This is not constructive, and the school can't improve or address issues if they aren't raised in an appropriate way. Similarly social media must not be used to complain about, or try to resolve, a behaviour

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issue involving other children. Please contact the school and speak to the appropriate member of staff if you are aware of a specific behaviour issue or incident.

Reporting safeguarding concerns:

- Any content or online activity which raises a safeguarding concern must be reported to the designated safeguarding lead.
- Any online concerns should be reported as soon as identified as urgent steps may need to be taken to support the child.
- Child Protection procedures must be followed at all times.

Reporting, responding to and recording cyberbullying incidents:

Staff should never engage with cyberbullying incidents.

With regard to personal safeguarding, staff should report any harassment or abuse received online while using school accounts to the Head of School.

Staff should keep any records of the abuse such as text, emails, voicemail, website or social media. If appropriate, screen shots of messages or web pages could be taken and the time, date and address of site should be recorded.

Legal Issues:

The Office Manager is to monitor that material posted on social media sites and school website is in line with GDPR and does not disclose privileged or confidential information. Any content not in line with this policy will be reported to the Head of School.

Conclusion

The internet is a fast-moving technology, and it is impossible to cover all circumstances or emerging media. The principles set out in this policy must be followed irrespective of the medium. When using social media, staff should be aware of the potential impact on themselves and the employer, whether for work-related or personal use; whether during working hours or otherwise; or whether social media is accessed using the employer's equipment or using the employee's equipment. Staff should use discretion and common sense when engaging in online communication.