



Social Media Policy

POLICY

Ratified by Board of Governors on _____

Progress Through Partnership, Leading to Excellence.

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**St Colman's PS and All Saints' NU
Social Media Policy August 2018**



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Vision Statement

To be an inclusive, caring School where childhood and community are valued; one, which inspires learning for life and develops the personal qualities needed to succeed in a rapidly changing World. This vision will be best realised as we undergo a continual journey of collaboration and progress through partnership.

Mission Statement

We believe that each child will succeed through experiencing quality in:

- ☐ A broad and challenging curriculum
- ☐ Innovative teaching and an investigative approach to learning
- ☐ A stimulating learning environment
- ☐ An enriching programme of extra-curricular activities and visits
- ☐ A rich, varied and up-to-date range of learning resources
- ☐ An ethos of support, challenge and encouragement to succeed
- ☐ Learning partnerships between the school, home and parish community

We demonstrate our commitment to working as a learning community by:

- ☐ Striving for continuous improvement in all that we do
- ☐ Working collaboratively towards common goals

Aims for the Pupils

St. Colman's Primary School and All Saints' Nursery Unit (Annaclone), promote high achievement and learning for life by working with the staff and children to:

- ☐ Develop enquiring minds and a spirit of curiosity
- ☐ Promote well-being and the importance of a healthy work/life balance
- ☐ Encourage excellence and the development of new skills
- ☐ Ensure the children in our school are immersed in their community but are also forward facing and expansive in outlook
- ☐ Achieve their highest standards in all areas of the curriculum
- ☐ Have high self esteem – respecting themselves, others and the environment by our positive approach to behaviour thus ensuring that each individual is motivated to do his/her best
- ☐ Utilise and provide opportunities to develop their thinking skills enabling them to work independently or collaboratively
- ☐ Be an integral part of the Parish community – one which fosters a faith commitment to Christ and prepares pupils for a fuller participation in the life of the Church
- ☐ Seek to extend themselves in mind, body and spirit
- ☐ Become highly motivated life-long learners
- ☐ Gain advanced technological skills and an awareness of Global Issues
- ☐ Be flexible and adaptable for the modern world



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Our School Values:

- Happiness and enjoyment
- Effort, attitude and perseverance
- Team, school and community spirit
- Honesty, fairness and trustworthiness
- Respect and tolerance
- Politeness, kindness and caring
- High standards of behavior
- Partnerships and collaboration



Ethos of the School

St Colman's Primary School sets out to create a caring and supportive environment, where all children can develop intellectually, emotionally, physically, socially, morally and spiritually.

In addition, the delivery of the curriculum is designed to develop interest and motivation in children using enthusiastic teaching and interesting, relevant learning activities.

- Children are encouraged to achieve high standards and are given as much help as they may need in order to achieve success.
- There are many extra curricular activities that encourage co-operation and discipline through team games. Children are further encouraged through a variety of musical/dramatic productions to develop self-discipline.
- Within this context there is a code of discipline that is consistently enforced to ensure that the education of children takes place in an orderly and caring environment.
- Through continual monitoring of individual children's achievements, class teachers provide work pitched at a level that challenges each child yet does not frustrate.
- Good relationships within the School are vital. The staff set an example by working well together with a harmony of purpose and providing an interesting and caring environment within their classrooms.
- As part of the pastoral dimension of the School, children are taught how to care for others, to respect other people's points of view and to respect property. Children are encouraged to contribute to charity and to help people who are less fortunate than themselves.
- **We are** a Catholic maintained co-educational school seeking to promote throughout the school community an ethos, which reflects Christian teaching and values
- **We see** the school as part of the wider community, responsible to it and providing an important community service. We take seriously our links with the community and encourage the involvement and interests of parents and others in the welfare of individual children and the school as a whole.
- **We seek** to provide an excellent educational service – one that is planned and developed to the highest professional standards so that each pupil may benefit to the full.

St Colman's Primary School and All Saints Nursery Unit
Social Media Usage Policy (August 2018)



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**St Colman's PS and All Saints' NU
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Aims of Using Social Media:

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 Twitter relating to the St. Colman's Primary School and All Saints' NU handle @stcolmansps for staff, children, parents and governors. The policy will therefore aim to explain the purpose of Twitter in St. Colman's Primary School and the benefits that will arise from its proper use, and also deal with any potential pitfalls from using a web2.0 technology.

What is Twitter?

Twitter is used primarily as a method of communication made up of 140 characters called a 'Tweet'. Tweets tend to reference people, places, and/or activities to which the said referee can respond. Tweeters either directly reference another person or broadcast information to which others can reply and respond.

Twitter users are able to follow or be followed. To follow somebody/thing ensures that all of their activity and comments appear in the followers news feed. The obvious benefit of having followers is that the information you broadcast is instantly distributed into their news feed.

Users can also private message each other when they don't want conversations to appear.

@stcolmansps will not enter into public discussions with others.

Who controls content for @stcolmansps?

The uploading of content for @stcolmansps will be controlled by members of the Senior Leadership Team, the Nursery teacher and both the P.E. and Play coordinators. They alone will be responsible for password protection and uploading of content.

Who can follow @stcolmansps?

When @stcolmansps receives a follow request it 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 Twitter 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 SLT or ICT Leader;
- The quality of the biography of each individual as read in the bio section of their Twitter account;
- The images on view in the potential followers Twitter 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 SLT or ICT Leader 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, with their Twitter details, and should take no more than a few minutes.



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Who will @stcolmansps follow?

In order to protect itself from inappropriate content being distributed into its news feed, @stcolmansps will be selective in who we seek to follow. We will only seek to follow those whose @ handle has obvious benefits to the school. Once again, these will be decided on a case-by-case basis at the discretion of the SLT and ICT Leader.

@stcolmansps sees itself more as a distributor of information to those who follow it and not as a receiver of information.

School Facebook Account

The school account is facilitated by the Principal and SLT team. This is an account for parents of the school and will replicate the tweets posted on twitter. The account is now live since Sept 2017.

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

@stcolmansps welcomes any referencing, mentions, or interactions that posit the school in a positive light only.

Therefore, St. Colman's Primary School and All Saints NU 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 into the @stcolmansps feed.
- 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.



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In Summary.

- The school Twitter account will be ran by SLT and the ICT and P.E. co-ordinators.
 - The school Twitter account will be a public account (November 2014). Senior leaders will monitor the followers and block any who appear to not be school focused.
 - The school Twitter account will generally only tweet between the hours of 7am and 10pm between Monday and Friday. The only time tweets outside of this time are for school events (e.g. football matches, residential trips, performances) or to share urgent school news (e.g. closure due to adverse weather).
 - The school Twitter account will only follow educationally link accounts. No personal accounts, unless they are educationally linked, will be followed.
 - The school Twitter account will not reply to any 'replies' on Twitter. This is not the platform to discuss or debate school related issues.
 - The school Twitter account will only use children's first names when referencing children.
 - The school Twitter account will use Twitter to share positive messages about the school.
 - The account may be used to share news and information during a school trip. Photos taken on the phone for the purpose of sharing on Twitter will be deleted once they have been shared.
 - Individually targeted content will not be posted e.g. "Well done Josh a better lesson today". Tweets to a year group or class along the lines of "don't forget the..." are acceptable.
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- Twitter's own safety rules can be read on: https://support.twitter.com/groups/33-report-abuse-or-policyviolations#topic_166



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