



FACEBOOK POLICY



GENERAL STATEMENT

As a school we acknowledge that there has been a dramatic rise in the number of people using social networking sites as an additional form of communication. We feel that the widespread availability and increasing use of social networking brings with it positive opportunities to engage and communicate with parents, colleagues and friends of Abbey in new ways.

We hope to use these services effectively; however it is also important to ensure that we have some security measures in place to safeguard our pupils and our school's reputation.

SCHOOL ETHOS

We hope that our Facebook page will reflect the positive ethos of the school and give our followers a glimpse into the family atmosphere we value here at Abbey. Therefore, we would ask that any communication that takes place on (or related to) our page would be conducted in a respectful, polite and friendly manner. It should not be used as a forum for personal conversations between parents. Any negative or abusive comments will be removed immediately.

COMMUNICATION

Our Facebook page is aimed at keeping parents, colleagues and friends of the school up to date with current and future events. Although this is an additional method of communication, we would ask that it is not used as the main channel of communication with the school.

We would urge our Facebook followers to remember that the Abbey Primary posts and photographs are not to be used to initialise informal discussions with other followers; it is not intended to be an online forum for conversation.

The Facebook website and app are both inaccessible in school, therefore it may not be updated every day. We would encourage parents to continue checking the school website, ring the school, email or make arrangements to call in if they have any general enquiries, queries or concerns.

TERMS OF USE

Users should only comment on posts in a positive manner. If you have an urgent question, please DO NOT add it as a comment to a post as we may not always pick these up immediately. Urgent questions may be sent via private message if the school is closed.

Any other issues should be addressed to us in person, not via Facebook. This page is not the place for criticism of the school, any other person or company. Users should restrain from any negative comments. Users should avoid using children's full names under photos in line with Child Protection protocol.

Our Facebook page is closely monitored and any offensive or inappropriate comments will be removed and may result in a follow-up call from the school principal.

INTERNET SAFETY

Facebook itself is targeted at adults and teenagers above the age of 13. They have a strict no under 13 registration policy and provide parental guidance for keeping 13 to 16 year olds safe online.

The following is an extract from Facebook's own privacy policy:

“If you are under age 13, please do not attempt to register for Facebook or provide any personal information about yourself to us.”

As an additional safety measure, our Facebook page can only be accessed by, and receive posts from, anyone above the age of 18.

CHILD PROTECTION

Only Abbey Primary School can upload photographs or post to our page, and only those photographs that have been deemed permissible with a parental signature on our Facebook Photographs Consent Form will be used. We also have security measures in place so that any uploaded photographs cannot be 'tagged'.

As part of our internet safety and child protection policy we are obligated to keep our pupils safe at all times. In order to do this on our Facebook page we will ensure that personal information (including names) of any child is never shared underneath any of our posts or photographs. We would ask that parents would also respect our child protection policy and refrain from naming any children featured in photographs on the page.