



BrightTribe
learn grow prosper

Social Media Policy

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1. Mission Statement

Adventure Learning Academy Trust (ALAT) and Bright Tribe Trust (Bright Tribe) brings a new energy and approach to providing the best education for our students. Through proven practices, ALAT / Bright Tribe will transform the learning of students, raise standards and provide the highest quality learning environments, enabling students and teaching staff to thrive and be the best. ALAT / Bright Tribe's aim is to break down the barriers that limit educational progress. We do this through adopting a personal learning pathway for every child – one that takes account of individual needs, aspirations and talents.

ALAT / Bright Tribe's values:

Learn

Provide the best education for every student.

Ensure the highest quality teaching and learning.

Work with the family, parent or carer.

Grow

Grow our students' futures.

Develop the best teaching staff.

Provide the best learning environment and supporting technology.

Prosper

Lead the way in education.

Realise the opportunities.

Be connected to the community.

2. Introduction

The [Facebook page and/or twitter account] of Grindon Hall Christian School (known as 'the social media accounts' from here-on) are run by the academy. They are managed by the SLT.

The central Bright Tribe / ALAT communications and marketing team also have administration access to the accounts.

The social media accounts are designed to:

- Engage with and communicate with parents, carers and other interested parties
- Recognise, celebrate and promote the work of the academy and its pupils
- Inform parents and carers of news, updates and information about the academy.

Posts will include: updates on everyday school life, activities, clubs, events, useful information and suggestions, and photos of activities.

There must be strong educational or business reasons for creating any official academy sites or social media accounts and staff must not create such sites or accounts without the prior approval of the Principal.

Links to other policies:

- Use of Photographs and Images
- ICT Policy
- Child Protection
- Safeguarding Policy

3. Posts and comments

- 3.1. The Principal will decide on and authorise administrators who will be responsible for updating the social media accounts on a regular basis. The administrators will communicate in a positive, accurate, respectful and responsible manner. They will uphold and promote the values of the academy at all times.
- 3.2. All parents and carers are also welcome to post their thoughts and ideas on the social media accounts and to like, share, retweet and comment on posts. We would request that they do so in a similarly positive, respectful and constructive manner.
- 3.3. If followers have any specific concerns, particularly related to their own or other child/children, we ask that they do not post these on the social media accounts and encourage them instead to speak directly to a member of staff in the academy.
- 3.4. Under no circumstances should any child/children be named or described on the social media accounts. This is due to data protection and the legal responsibility we have to keep the children safe.

4. Photographs and videos

- 4.1. Parents are asked to complete a permission form for the academy to use their child's / children's photograph on school publicity materials, which includes the social media accounts.
- 4.2. Only authorised administrators have permission to upload photographs and videos on to the social media accounts. This is because they are aware of the parental permissions held by the academy.
- 4.3. No-one else is permitted to post any photographs or videos on to the social media accounts. The setting allowing people to post or tag photos will be turned off.
- 4.4. NB children will not be tagged or named in relation to a photo directly on the social media accounts. However, there may be links to the academy website or to third party articles (e.g. local newspapers) where children may be photographed and named.

5. Site moderation

- 5.1. The page will be moderated daily by administrators who are authorised by the Principal.
- 5.2. All visitors to the social media accounts are asked to inform the Principal of any inappropriate comments, behaviour or concerns they have relating to the social media accounts.
- 5.3. We encourage parents and carers to post to our social media accounts.

6. Misuse

- 6.1. In the event that an inappropriate or offensive comment is made it will be recorded by an administrator (by screen shot) and brought to the urgent attention of the Principal. The Principal will speak to the individual(s) involved and explain the purpose and ethos of the social media accounts and why their comment / behaviour is inappropriate or offensive. We will ask the individual(s) to remove their post. Ultimately, the academy reserves the right to remove any comments that are deemed inappropriate.

- 6.2. In the event that a child / children is described or named (whether in the main post or within comments) it will be recorded by an administrator (by screen shot), immediately deleted and brought to the urgent attention of the Principal.
- 6.3. In the event that an inappropriate or offensive comment is made by someone who is unconnected with the academy, the Principal will respond accordingly. The response will depend on the content of the post but may include contacting the user via private message, deleting the comment and banning the user, or reporting the post to relevant external bodies.
- 6.4. If any individual repeatedly makes inappropriate comments (two times or more), the administrator has the discretion to block the offending individual from the social media account / page and (where appropriate) report the offender to relevant external bodies.
- 6.5. External bodies (e.g. Facebook or Twitter) may take their own steps if they consider that inappropriate comments / material have been posted.



**Adventure Learning
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