



Fairfield Primary School Facebook Policy

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STATEMENT OF INTENT

The aim of this policy is to explain acceptable use of Facebook relating to Fairfield Primary

School's Facebook account:

https://m.facebook.com/profile.php?id=100068208664779&locale=fr_CA

This policy relates to staff, children, parents and governors. The policy will therefore aim to explain the purpose of Facebook in Fairfield Primary School and the benefits that will arise from its proper use. It will also deal with any potential pitfalls from using this communication and networking tool.

WHAT IS FACEBOOK (SEE GLOSSARY AT THE END OF THIS POLICY FOR MORE DETAILS OF THE SPECIFIC FACEBOOK TERMINOLOGY)?

Facebook is used primarily as a method of communication and connecting through 'posts' that can include photographs, text and video. People set up 'profiles' and then connect with other profiles by following the school site. Connected individuals or groups are able to see each other's profile information, posts and timelines. Followers are able to respond to posts and items on timelines by adding an emoji or add a comment.

WHAT IS THE PRIMARY PURPOSE OF FAIRFIELD'S FACEBOOK?

The site will be used to showcase work and achievements of children at Fairfield Primary School. It will also be used to demonstrate safe and responsible use of social media and encourage the use of 21st Century technology. Social media can be used as a tool for communication with parents. Furthermore, it allows staff to have continuous professional development by keeping in touch with the practice of good and outstanding schools. It also opens up the world of collaboration.

WHO CONTROLS CONTENT FOR FAIRFIELD PRIMARY'S FACEBOOK?

The uploading of content will be undertaken by the senior leadership team (SLT) and teachers at Fairfield Primary School. Teachers will be responsible for the uploading of content, secure storage of the device used to post children's pictures only where consent has been obtained from parents.

POSTING ETIQUETTE

When posts are made from the Facebook account, safeguarding and professional conduct/values are always given high regard.

All posts will be of a positive nature. On no occasion shall *text speak* be used when posting e.g. gr8, +ive, lol etc. All posts should be grammatically correct. If a post does contain grammatical errors it will be removed.

COLLABORATION

Communication and collaboration with other schools is often useful and can improve staff professional development. However, communication with any unknown individuals and organisations should only be made with the consent of the school's leadership team. All such communications are private.

HARDWARE

All posts will be made from class Apple iPads or from school computers.

INDUCTION

New members of staff will be trained on the use of social media and will be informed about etiquette/rules of engagement.

NAMING OF PEOPLE

When posting, a child's name will not be displayed. The post should instead focus on the achievement e.g. Great use of our new school computers to edit our writing by Class 4.

PHOTOGRAPH CONSENT

A list has been compiled of children who are not to have their photographs published on the Internet (including Facebook). At the start of every academic year staff will be given a list of children who are not to have their photographs published on the Internet (including Facebook). Additionally, a list will be placed in the staffroom for reference by all staff

members. When tweeting from within the phase or across the whole school, staff should be aware of children who are not to have their photographs published on the Internet (including Facebook).

WHAT IS INAPPROPRIATE CONTENT AND REFERENCING AND HOW WILL IT BE DEALT WITH?

Fairfield welcomes any referencing or 'tagging', mentions, or interactions that show the school in an educational sense and *positive light* only. Therefore, Fairfield Primary School 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 timeline;
- Unsuitable images or content finding its way from another's account into the timeline.
- 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 to Facebook. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

REPOSTING

From time to time school will be tagged in other posts. The school will decide on a post by post basis as to whether or not to repost this information from their own Facebook account. The reposting of posts from other organisations shall be undertaken by members of the SLT.

A glossary of terms for Facebook is used below.

FACEBOOK GLOSSARY

Friend

This is the term used when you are connected with someone on Facebook. When you add someone as a friend, they are able to see your profile and updates and vice-versa. Think of it like adding each other's' mailing address, phone number, and e-mail address to your respective contact books. Of course, with Facebook, you can share much more information than that.

Status

Allows users to share their thoughts or important information with their friends. This can include where they are, what they're doing, how they're feeling, who they're with, or just something that they generally find interesting.

Like

If someone posts a photo, status, or comment that you like or agree with, you can click the "like" button to show it. Think of it as casting a vote in a popularity contest. Our Facebook Sharing tutorial has more information on "likes" and related actions for sharing how you feel.

Messages

Allows users to send anyone (even those who aren't a "friend") a private message, sort of like a miniature email. Interested in learning more about this function? Our Facebook Messages tutorial has you covered.

Chat

Allow you to talk privately and in real time with your friends. It's like a phone conversation, but with typing.

Profile

Your mini-biography contains all of your basic information. This can include things such as your name, birthday, where you work (or have worked), where you go (or went) to school, where you live (or have lived), and whether or not you're in a relationship. You can choose what to fill out and who gets to see it.

Timeline

Everyone has their own Timeline that shows all of their activity on Facebook: status updates, photos, comments, event attendance, and much more. The most recent activity is shown at the top.

Group

Groups allow you to connect with people across Facebook who enjoy the same things that you do. Examples of things that groups are based around include books, hobbies, bands, families, and neighbourhood or school clubs.

Page

A profile for brands, businesses, celebrities, and more. You can like a page to be kept up to date on what they're doing.

Tags

A tag is when someone uses a name to link a profile or page on Facebook to a piece of information that may be related or of interest. For example, someone might tag you if you appear in a photo that someone else posts, or if someone mentions that they were somewhere and/or did something with you in a status update. You can set up Facebook to ask whether or not you want to allow people to tag you. See our Facebook Tagging tutorial for more information.

Notification

You get a notification whenever something happens on Facebook that more-or-less directly involves you. Mostly, this will be if someone 'likes' or comments on a status update or comment that you wrote, or if someone invites you to 'like' a page, play a game, or join an event or group. Some other things will cause you to receive notifications, such as if someone writes a status update in a group that you belong to, or if one of your friends is celebrating a birthday.

News Feed

Shows the top posts among your friends and pages. The more you interact with that friend or page, the more of their posts that you'll see.

Ticker

While your News Feed filters posts to show your closer friends, the ticker shows all of your friends' activity in real time.

Block

By blocking someone, they won't be able to see your profile, add you as a friend, or message you.

Policy written by R Birtwhistle



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